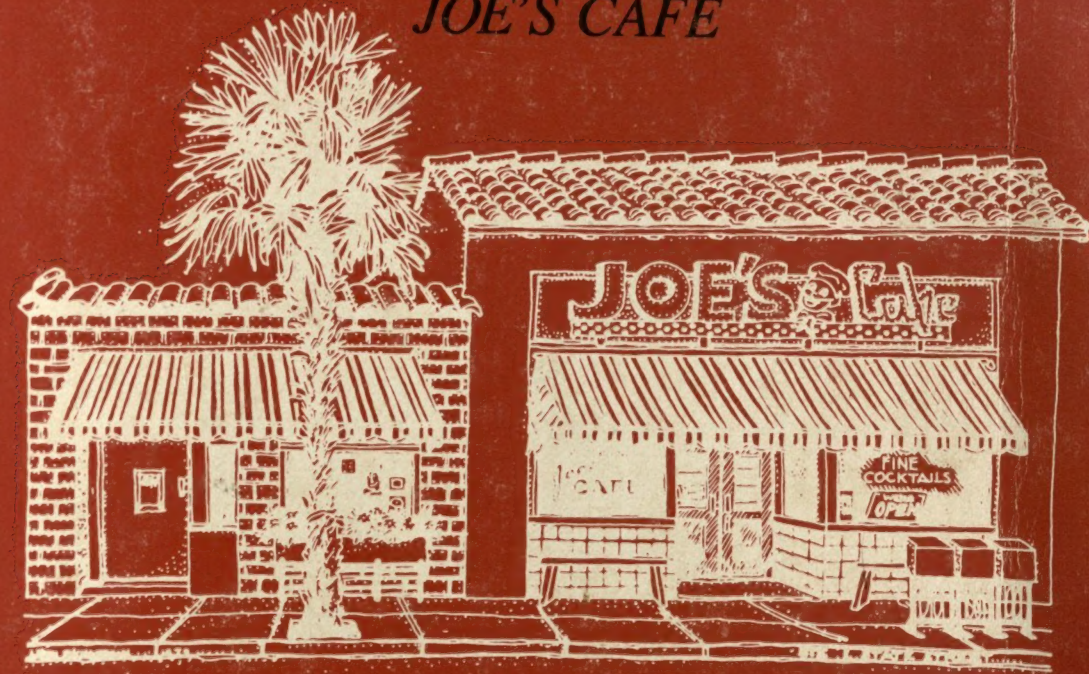


A SANTA BARBARA  
OLD TOWN TRADITION  
*JOE'S CAFE*



979.491  
B858s

by  
JOHN BRINLEY-HIGGINS

Front cover of Joe's Cafe by Lynn Richardson

Following page: crowd of people in front of Joe's for Fiesta 1981.  
Photo by Sigrid Kendrick.



## DEDICATION

To Joe Ferrario, who gave the restaurant its name and started its traditions.

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## INTRODUCTION

So many people ask us questions about Joe's that I must confess that sometimes we don't know the answers. John Brinley-Higgins has done a fine job of research, and has come up with many of those answers. So here you are—the *real* Joe's Cafe through ups and downs—and still an original.

Joe's Cafe is its customers. Without you there would be no Joe's. To all of you who have been our great supporters, friends, and almost-members of one big family, THANK YOU for making Joe's Cafe part of Santa Barbara's history.

NANCY PEERY

OWNER OF JOE'S CAFE 1969—



Photo above is Nancy Peery, owner of Joe's Cafe 1969 — . Photo by Sharon Hoshida 1981.

979.491 B8582 (3-22-83 rh) #10302044



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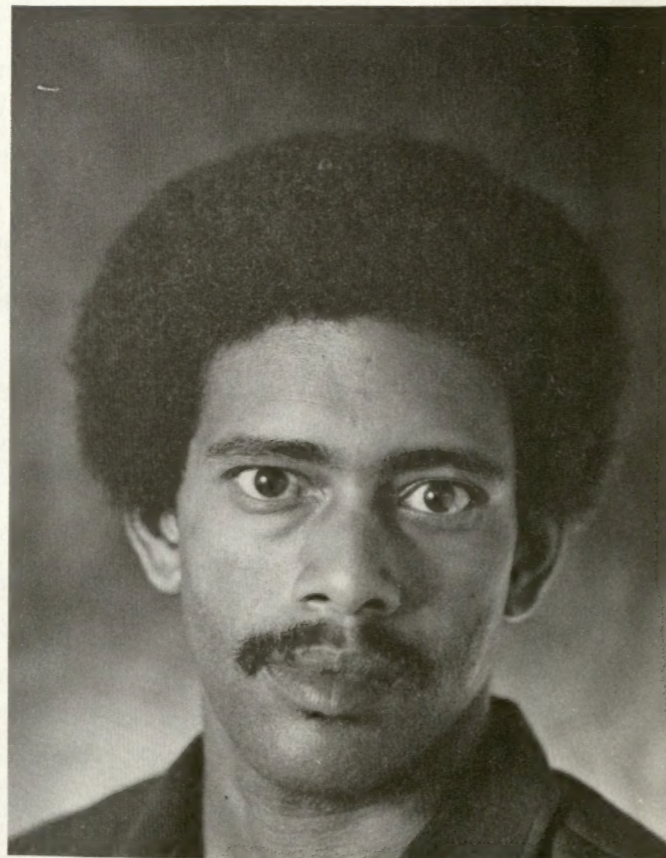
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## FOREWORD

Many people have asked me how I happened to become interested in Joe's Cafe. They are often surprised when I tell them that I was first attracted to the pictures of historic Santa Barbara that line the walls of Joe's. Soon I found myself wanting to know the history of the restaurant itself, and how it fits into Santa Barbara's past.

The rest I now set before you in print and in pictures. I hope this work provides you with many enjoyable moments, filled with the nostalgia that Joe's seems to bring to its patrons. Perhaps you, too, will go back to Joe's again and again....

John Brinley-Higgins



John Brinley-Higgins, author. Photo by Greg Griffin.

## CUSTOMERS' COMMENTS . . . FROM AN INFORMAL QUESTIONNAIRE

"I was told by a few friends that here was a cafe in Santa Barbara that reminded them of New York City cafe-delis. I went down there with friends from New York, and we ate our faces off." *Ed Reyes*

"It's a good place to go because they give you good drinks. It was Stacy's 21st, and we had her taking straight shots of Wild Turkey. And you can imagine! You are only 21 once." *Anonymous*

"Joe's has a policy that waitresses don't have to take no shit." *Anonymous*

"Met Davy Jones (MONKEE)—met many 'lunatics' there—and was once insulted by a quasi-cowboy about my behaviour traits." *Mikhail*

"Only been there once. Somebody invited me to lunch there. I had a big bowl of soup. The soup was pretty good and plentiful. And the price was right." *Bob Shapiro*

"You know there is always someone you know. You can always sit next to some drunk at the bar. There's no jigger at Joe's. People who own Joe's are magnanimous. There are some people at Joe's I wouldn't see otherwise. Joe's is a must. Either you start the night or end it with an Irish Coffee." *Valerie D.*

"I was attacked by a wino and I met a Santa Barbara millionaire at Joe's." *Ester Wang-O Lau (Concert Promoter)*

"They do make good drinks at Joe's. Hmmmmmmmmmm! Tanqueray and tonics!." *Sherie*

"Very close. Good food." *Palmer Fenswick*

"Lots of noise, classical American food and next to Mel's the strongest drinks in town." *Robyn (Santa Barbara Dancer)*

"Met very good people. Had very good service, and the food is cooked to order. I was very well satisfied." *Edward Washington*

"I go to Joe's because I like the food and also the informal atmosphere. The waiters are very friendly and it seems to me that Joe's keeps their employees for many years, which is unusual. Most restaurants change personnel every other day."

*Elvia Cardenas (S.B. Family Center/El Centro Familia)*

"We saw somebody thrown out of Joe's for refusing to leave. He was giving the people a hard time. It was pretty exciting. They called the police." *Bobbie & Janie Thompson (San Diego)*

"Coming to Joe's for 13-14 years. Like the people. Good cross section. Best people in here: cowboys, engineers, lawyers, and judges. Common denominator." *Mr. Savage*

"Saw a man in the ladies restroom." *Mrs. Martha Savage*

"I ordinarily never drink alcohol. Went to Joe's one time and ordered a Scotch and water. I drank half of it and I had to be helped out by my friend. Could not even finish the dinner I ordered." *Anonymous*

"Finally found out who was straight/gay in group of people I was with. Good time. Became rather loose." *Margo*

"Like the old pictures and the way the bar is set up." *Perry Gattis*

"I go to Joe's because it is *nostalgia*. It makes me feel like in the past, say the 1940's or early 1950's. The food is good and patrons friendly. It's a great place to party and meet old friends you didn't know were still around Santa Barbara, like Rick's Place in Casablanca or Hussong's in Ensenada." *Steve Powers*

"Good pictures. Strong drinks." *Mitch*

"Joe's is a hot grill in the heart of lower State Street. It's the hangout for rich kids in their Porsches and Levis because it's the only two blocks downtown where there is the slightest hint of danger and excitement to cut through the otherwise bland and boring life of Paradise." *Cary English*

"A millionaire I met at the counter at Joe's told me his son wanted to be a musician. He told his son, 'Go out and make a million dollars and you can be anything you want! His son is now studying Arabic at UCSB.'" *Cary English*

"Good place to get a variety of foods at reasonable prices. Fun and casual, yet good food and interesting atmosphere if you're not wanting privacy. Anytime I've ever gone there (not very many times—maybe ten in nine years) I've had to be prodded by friends—peer influence, I guess. Also for company. It assuages loneliness." *Val (Fashion Buyer)*

"I go to Joe's because there's always friendly people or interesting interactions happening. People come in to make the scene—ladies in plumed hats; guys dressed in black; cowboys. The drinks are generous, the food 50/50, atmosphere real (instead of instant)." *Linda Reyes*

"It's the poetry of people. The busy hustle of so many people coming together. But of course the food was also good with the strongest drinks in Santa Barbara. Before the L.A. crowd moved in, I would use Joe's as a meeting ground with friends who are part of Santa Barbara's night crowd. (What night life?)"

*Simo Nylander (Film Director)*

"The oldest restaurant in town. It has the best bar, a large mirror, and that Eagle! A lot of construction workers go there like myself. Everybody goes to Joe's." *Anonymous*

"I've only been twice but I've gone there for lunch, a group of us. It was a small restaurant, but it was crowded and people were waiting in line. I remember when we got served it was very delicious. I enjoyed it, and have wanted to go back. If you see Joe's Cafe it might not impress you to eat there. Actually you eat there on account of its reputation of good food." *Bonnie Rentie (The best babysitter in S.B.)*

"A lady once got drunk there and danced on the table." *Anonymous*

"I had heard it was the place to go—great drinks, good food and terrific atmosphere." *Anonymous*



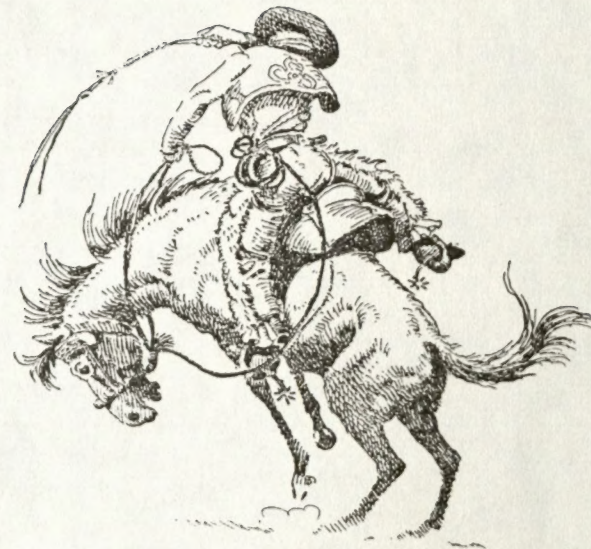
Early days painting by Alex F. Harmer. Courtesy Santa Barbara City Library Edson Smith Collection.

La gracia de un buen ranchero  
Es tener de calzoneros;  
Unos estri bos de palo;  
Y unas riendas de bueno cuero.  
(The life of a good ranchero  
consisted of owning a pair of  
trousers, a pair of wooden stirrups  
and a pair of good cowhide lines.)<sup>1</sup>

## CHAPTER 1: EARLY DAYS — 1800

The atmosphere, language, and tradition of 18th Century Santa Barbara was Spanish. The "ranchero" was the dominant social figure of society, and the above quotation typifies his lifestyle. By the middle of the 1800's as "gringos" worked their way into the Western wilderness, lifestyles and names began to change, removing the ranchero as the focal point of society. The new life of the Santa Barbarans centered around one main street: Estado, or State Street.

According to Rosario Curletti, "old timers referred to it (State Street) as 'La Calle Principle.'"<sup>2</sup> It was also known as "El Camino Real." Its name was then changed to Estado Street. Under the influence of



*The Caballero—a symbol of the proud heritage that dominated Santa Barbara in the early 1800's. Sketch from Dawn and the Dons by Tirey L. Ford, 1926. Courtesy Santa Barbara City Library.*



English-speaking Americans, this main street became translated into English as State Street. Along this multilingual street many caballeros, traders, tourists, and just plain hungry and thirsty people passed. One didn't have to walk far, because State Street ended at Carrillo Street near Judge Huse's house. Thus, it was the lower end—the 500 block—of State Street that served the community at large.

*A Narrative History of State Street from Gutierrez to Ortega, 1850—1975* tells us that Old Town had long been Santa Barbara's center for transportation. "As early as 1861 stagecoach and steamship service had connected the community with the rest of the nation. In 1866 the Santa Barbara and Los Olivos Stageline (516) and the Wells Fargo Company (617) transported passenger and mail."<sup>3</sup> Accommodations for tourists and the commercial travel industries were at the Morris House and the Occidental Hotel. W.C. Shows Grocery at 513 State Street provided groceries for the family and trinkets for entertainment and pleasure.

Some readers may wonder what Old Town means. It describes the lower section of State Street from

*Side logo views of the Santa Barbara & Los Olivos and Wells Fargo Stage Lines that connected Santa Barbara with the rest of the Nation. Wells Fargo photo by Greg Griffin 1982. Courtesy Santa Ynez Historical Society. Santa Barbara & Los Olivos by J.H.B.-H. Courtesy Santa Barbara Carriage Museum.*



Cabrillo Boulevard to the top of De la Guerra Street. It was Santa Barbara's main commercial district in the early days of the city's growth. If one wanders up or down State Street, posters will be seen in merchants' windows advertising the part of State Street known as Old Town. This part of Santa Barbara propelled the sleepy little town into a bustling commercial and tourist center.



1884-85 Coast County Directory advertising the Morris House and Occidental Hotel. Courtesy Santa Barbara City Library. Lower Photo is the horse and cart used as a symbol of Old Town by lower State Street merchants. Courtesy Santa Barbara Merchant's Association.

LOS ANGELES  
GAS  
Fixtures,  
Edge Brn.  
Plated  
WARE.  
CRYSTAL PALACE  
MAYBERG BROS.  
JEWELRY, Glass  
WARE, CHINA WARE.  
STREET  
Office:  
Frankfurt  
Germany.

SANTA BARBARA COUNTY—SANTA BARBARA—SANTA MARIA. 327  
**THE**  
**Morris House,**  
**J. F. MORRIS, Proprietor.**  
**State Street, Santa Barbara.**

After an absence of four years Mr. J. F. Morris, the former popular proprietor, after whom the hotel was named, has returned and again taken full charge. The hotel has been refurnished and renovated and is first-class in all its appointments. The Office, Reading Room, Dining Hall, and Billiard Rooms are all spacious and airy, while the Sleeping Rooms are large, well ventilated and sunny. Suites of rooms, with open fires, for those who wish them.

Stages to all Points Leave from the House.

**Rosenberg House,**  
**MRS. JANE ROSENBERG, Proprietress.**  
**State Street, near cor. Ortega.**  
Board and Lodging, \$1.00 per Day.

**OYSTER AND CHOP HOUSE EXACTLY OPPOSITE.**  
Open Day and Night. T. H. B. ROSENBERG, Proprietor.

**OCCIDENTAL HOTEL,**  
C. H. FISKE, Prop'r,  
**State Street,**  
SANTA BARBARA, CAL.  
**Santa Maria**  
Is on the Pacific Coast Railroad, 35 miles from San Luis Obispo. It is situated in the center of the rich and beautiful Santa Maria Valley. The principal resources are agricultural and mercantile trade. This part of the county is adapted to wheat growing where can be seen 20 square

THE  
BEST  
A ONLY  
Absolutely  
SAFE  
OIL  
STOVE  
is the  
MONITOR  
C. W.  
GIESCO  
120 So. 4th  
Street,  
San Francisco,  
and  
109-111  
North 4th  
Street,  
Los Angeles,  
CAL.  
SOLE  
AGENT  
for the  
Pacific  
COAST  
AGENTS  
Wanted  
Where No  
Representative  
Write  
-to-  
Descriptive  
CIRCULAR

The 500 block was the center of the Old Town Community. It became known as "the metropolitan block." Many of the businesses which sustained Santa Barbara were found here.

During this period, stable and stagecoach lines dotted State Street. Blacksmiths were the mechanic/artisans of the era. It is not surprising that a blacksmith's shop occupied the space where part of Joe's Cafe is now:

"Of all of them (blacksmiths), none were as skilled as Harry Harcroft (514), affectionately known as 'Lord Harry'. As a proper English gentleman, Lord Harry rarely looked the part of a blacksmith but nonetheless hammered out some of the finest tools and drill bits in the state."<sup>4</sup>

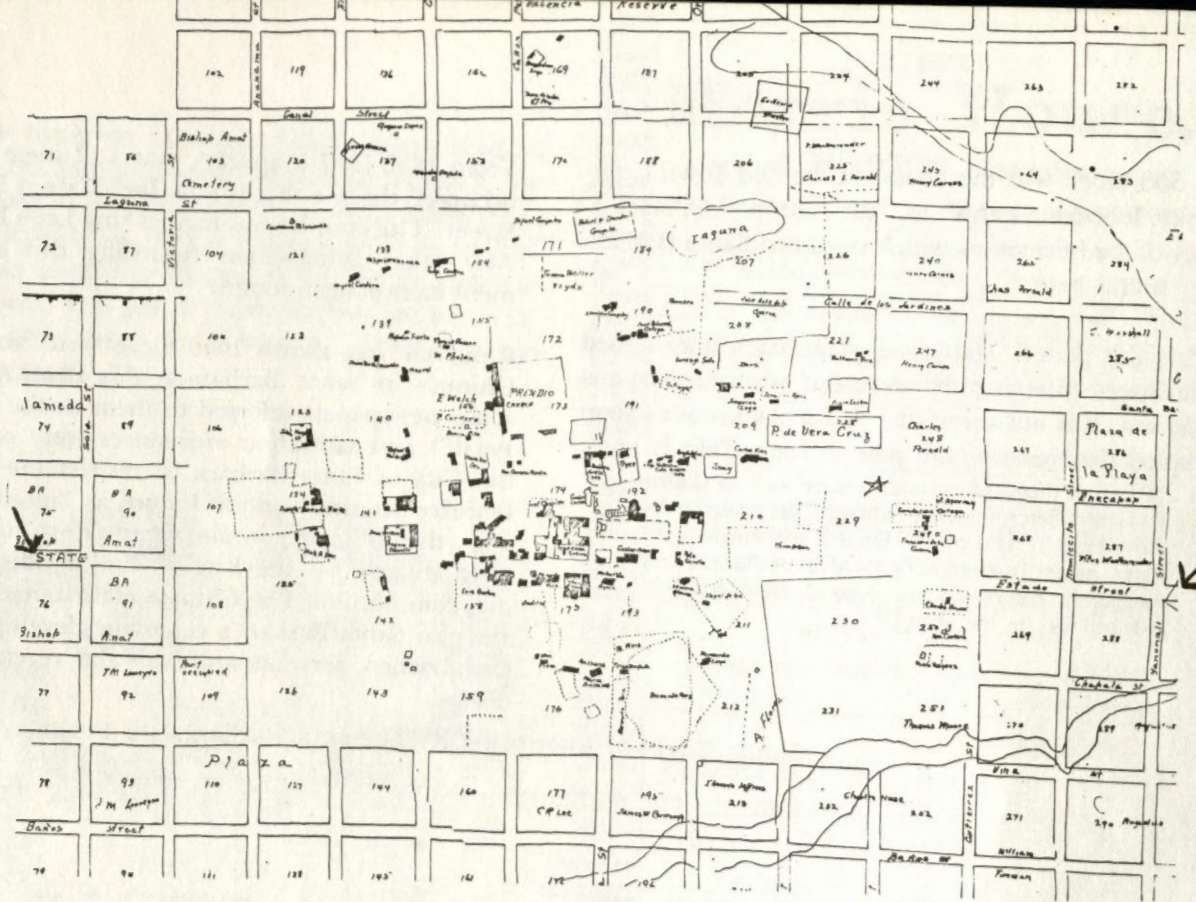
From 1886-1897 it appears that a Chinese laundry occupied the site that is now Joe's Cafe at 512 State Street. The laundry was named Sing Lee's Laundry. Any other information regarding this establishment has not been found.

Research has shown that there were about 300 Chinese in Santa Barbara at this time. Although some newspapers referred to them as the "Yellow Peril," and sanitation ordinances were passed by the City of Santa Barbara to restrict the Chinese laundry ironing method known as "mouth spraying," the Chinese people appeared to have been well treated by the English and Spanish speaking community. The Chinese contributed significantly to Santa Barbara's economic development as laundrymen, servants, and fruit and vegetable vendors.

Santa Barbara County—City of Santa Barbara, 3rd Precinct.

NAME.	BUSINESS OR OCCUPATION.	AGE.	Height ft. in.	Complexion.	Color of Eyes.	Color of Hair.	VISIBLE MARKS OR SCARS, IF ANY, AND THEIR LOCALITY.	COUNTRY OF NATIVITY.	PLACE OF RESIDENCE PRECINCT.	NATURALIZED DATE.	COURT.	PLACE.	DATE OF REGISTRATION.	POSTOFFICE ADDRESS AT DATE OF REGISTRATION.
81 304 Harris, Dell Watkins	Laborer	21 5	5	Fair	Hazel	Brown	Scar forehead	California	Santa Barbara	July 2, 1896			June 26, "	Santa Barbara
81 317 Harris, Jacob	Musician	31 5	6	Dark	Grey	do	do	do	do	do			Aug. 7, "	do
81 369 Harris, Edward	Hotel Clerk	24 5	9 1/2	Light	Blue	do	do	Illinois	do	do			June 26, "	do
81 390 Harris, William R.	Engineer	41 5	5 1/2	do	Grey	Grey	do	do	do	do			June 26, "	do
81 12 Haskell, Matias	Laborer	25 5	7 1/2	Dark	Brown	Brown	Scar over left eye	England	do	Dec. 4, 1890, Superior, Santa Barbara, Cal.			do	do
81 12 Haskell, Harry	Blacksmith	41 5	8 1/2	do	do	Dark	Scar on forehead, and Roger off left hand	England	do	do			do	do
81 23 Hayman, Scott	Retired	61 5	11 1/2	Light	Blue	do	Scar on left hand	Illinois	do	do			do	do
81 31 Hayman, Fred C.	Letter Carrier	20 5	11 1/2	Blue	Brown	do	do	England	do	July 24, 1896, Superior, Santa Barbara, Cal			July 29, "	do
81 351 Hedgeford, John	Machinist	25 6	3	Blonde	Blue	do	Mole on chin	Missouri	do	do			July 18, "	do
81 79 Henderson, David Rees	Laborer	50 5	8 1/2	Sandy	do	do	do	New York	do	do			June 26, "	do
81 120 Hillier, John N.	Undertaker	35 5	10 1/2	Med.	Hazel	Dark	do	Michigan	do	do			do	do
81 41 Hillier, John Roy	do	22 5	10	Light	Grey	Brown	do	do	do	do			do	do

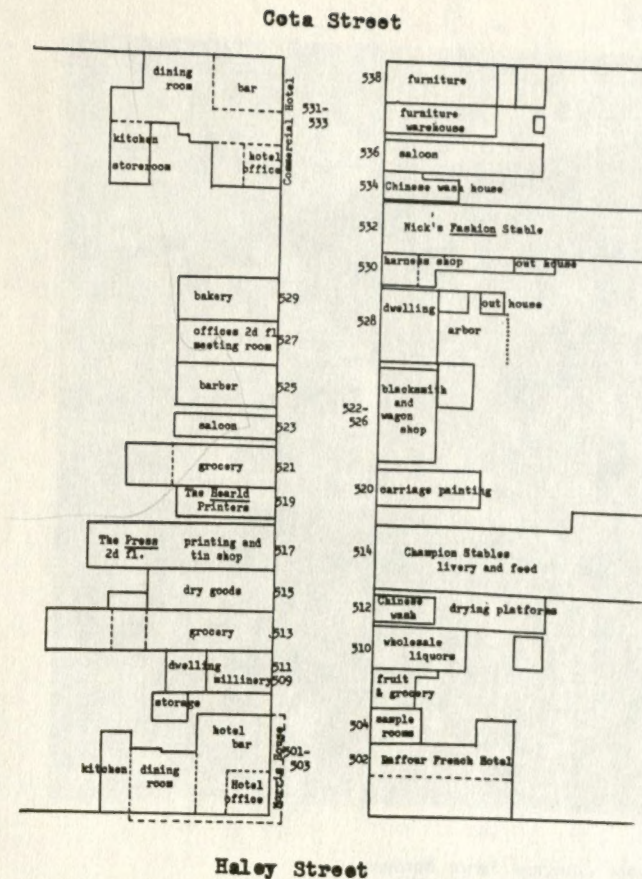
Above is part of the 1896-1898 supplemental County Registry which lists Harry Harcroft. Courtesy of Santa Barbara City Library.



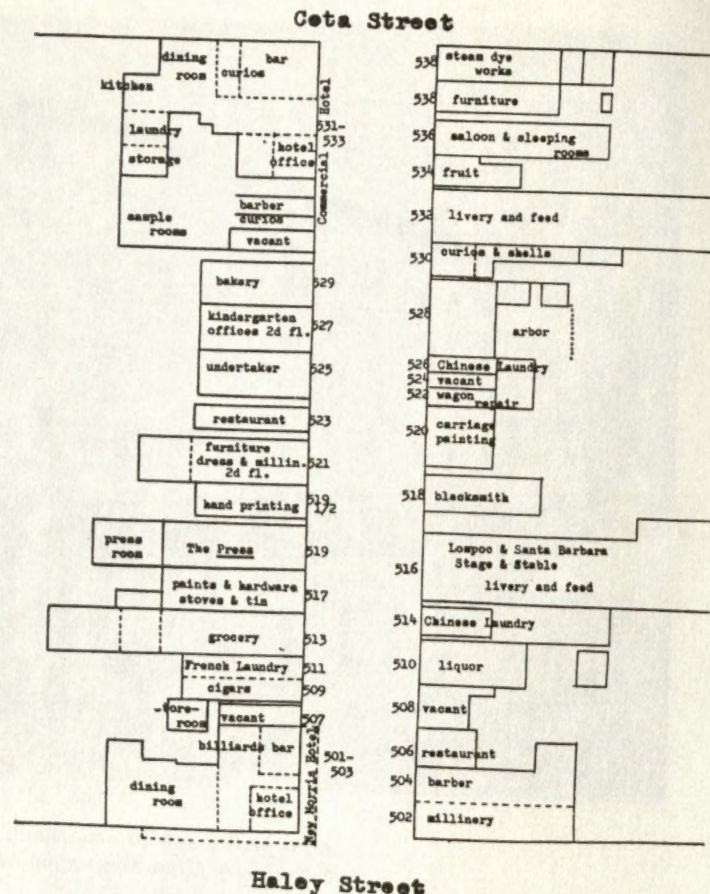
1853 City map of Santa Barbara as laid out by Salisbury Haley. Note the influence of Americans where Estado Street changes to State Street at State and Sola Streets. Also lot #229 is the area where Joe's Café sits today. My gosh there is nothing there! Map courtesy Santa Barbara Historical Society.



1875 photograph Morris Hotel. Photo courtesy Santa Barbara City Library Edson Smith Collection.



1886 street map shows that Joe's Cafe (512) was the site of a Chinese laundry. It was called Sing Lee's Chinese Laundry. Due to the racial conflicts at that time Chinese were not listed in city directories. 514 was owned by A.F. McPhail. Courtesy Graduate Program Historical Studies, U.C.S.B.



1892 street map at the top shows that 512 has been incorporated by Sing Lee's Laundry and the Lompoc & Santa Barbara Stage and Stable. Courtesy Graduate Program Historical Studies, U.C.S.B.

## Santa Barbara Hot Sulphur Springs.

This famous SANITARIUM, and celebrated HEALTH & PLEASURE RESORT, is six miles from Santa Barbara, in mountains, at an altitude of 1450 feet above tide-water; affording of the grandest views in the world, especially from POINT LOOKOUT, near the Springs, overlooking the city of Santa Barbara, (penitencia, Montecito, and the beautiful Valley beneath. The great old Pacific, with her islands, and the shipping lie before you. Here are two Springs, spouting forth their waters from the rocks, varying temperature from 60° to 122°. Chemists from all parts of the world have examined them, and unite in pronouncing them of a superior and unrivaled medicinal character. Some of the most wonderful cures on record have here been performed simply by their use.

Invalids, Tourists and Pleasure-seekers should visit them. (accommodations and all city comforts offered.

Board, including Steam and Hot Water Baths, \$2.50 to \$3.00 per day.  
A Daily Four-Horse Stage runs to and from Santa Barbara, from Wells, Fargo's Express Office. Fare \$1.00 each way; Ely Rundell, Agent.

1875 County Handbook describes early Santa Barbara health remedy. Courtesy Santa Barbara City Library.



*A busy day in Santa Barbara 1875 as "gringos" worked their way West probably in search of gold. Photo courtesy Leonard Case and Joe D. Paxton.*



*This photograph depicts the Chinese in Santa Barbara during the 1880's or early 1900's. In 1886 Joe's was the site of a Chinese laundry. Courtesy of Santa Barbara Historical Society.*

**TRENWITH DRY GOODS.** 704 State St.

W. H. Mendenhall, Mgr. Cor. State and 1st St. Santa Barbara, Cal. Tel. No. 214.

**CITY CAB AND TRANSFER CO.** Service Day or Night.

**88 DIRECTORY OF SANTA BARBARA.**

**Dry Goods.**  
 Breslau, T. M. Ewing, Leland.  
 Hitchcock, H. R. Lichman, Leopold.  
 Maguire, H. F. Morgan, F. B.  
 Noble, W. E. Streeter, F. W.  
 Trenwith, G. P.

**Electric Supplies.**  
 Brunette, L.

**Expert Accountant.**  
 Coit, J. O.

**Feed and Commission.**  
 Bannerman Bros. Gilbert & Jennings.  
 Lehner, Samuel. Levy, Joseph.  
 Macfarlane, J. C. Parks, W. S.

**Fish Markets.**  
 Larco, Andrew. Marinkovich, P.

**J. E. TAPLEY, Confectioner,** 613 Sae St. Next door to P. O. Tel. 48

**Florists.**  
 Sexton, Joseph & Son. Spence, John.

**Fruit Dealers.**  
 Parma, G. B. Rossi, Angelo.

**Furniture.**  
 Hayward, C. W. Knight, F. H.  
 Mower, L. H. Pierce Bros.  
 Whitney, D. L.

**Grocers.**  
 Brooks & Morton. Rosso, S. & Co.  
 Carrillo, Anastacio. Darling Sanford.  
 Diehl, John F. Dufour & Co.  
 Garrettson, J. M. Kearney Bros.  
 Klett, Julius. Malott, M. A.  
 Mascolini, Mrs. R. Moullett, J.  
 Northrup, H. W. Palmer, A. W.  
 Parma, G. B. Pertica, Angel A.  
 Pertica, F. J. Pica, Jose R.  
 Ramon, Leon. Show, W. C.  
 Trimmer, R. Yaddai, John.

**Brooks & Morton, Grocers,** 613 State Street TEL. 1. AGTS WHITE ROSE FLOUR.

The above advertisements from an 1875 Santa Barbara County Handbook show the popularity of stables. Courtesy Santa Barbara City Library.

**GO TO BAKER BROS.** Leading Confectioners. 619 STATE STREET  
 Finest and Largest Outfit in the City.

**89 DIRECTORY OF SANTA BARBARA.**

**Hair Workers.**  
 Sullivan, Mrs. M. E.

**Hardware.**  
 Booth & Packard. Edwards & Co.  
 Hoffman, G. L. Roeder & Ott.

**Harness Makers.**  
 Forbes, J. M. Loomis, S.  
 Rundell, Eli. Yates, Fred W.

**Hotels.**  
 Arlington Hotel. Commercial Hotel.  
 International Hotel. New Morris House.  
 Rafter House.

**Ice Dealers.**  
 Union Ice Co. S. R. Ice Co.

**Jewelers.**  
 Chambers, E. B. Conant, Frank A.  
 Eaves, Mrs. Leonora. Field, Edwin.  
 Guinand, Brutus. Manning, W. A.  
 Trujillo, Felipe.

**J. E. TAPLEY, Confectioner,** 613 Sae St. Next door to P. O. Tel. 48

**Job Printers.**  
 Candy, S. W. Hunt, D. F.  
 Independent, The Daily. Press, The Morning.  
 S. B. Printing Co.

**Laundries.**  
 Arlington Steam Laundry. Mme. Ribabent.  
 Clark, A. M. Robbin, Misses.  
 S. B. Steam Laundry.

**Lawyers, see Attorneys at Law.**

**Lines of Travel.**  
 Pacific Coast S. S. Co. Santa Fe R. R.  
 S. B. & Los Olivos Stage Co. Southern Pacific R. R. Co.

**Livery Stables.**  
 Bairley, C. L. Black Hawk Stables.  
 Carter, Cornelius. Cardozo, Frank.  
 Covarrubias, O. M. I. X. L. Stables.  
 Johnson, E. H. Longawa, John.  
 Olympia Stables. Patterson, C. D.

**MRS. A. E. WEST, Leading Millinery Establishment.** Wholesale and Retail Cor. Halcyon, Santa Barbara.

**Brooks & Morton, Grocers,** 613 State Street TEL. 1. AGTS WHITE ROSE FLOUR.

I. BRUNETTE, Mechanician. Electrical Supplies. House Wiring. 812 State Street.

Street Scene, State Street, Santa Barbara, Cal.



1897 view of State Street. The French Laundry (511) was across the street from 512 or Sing Lee's Laundry. Photo courtesy I.A. Bonilla.

1875 Co. Handbook

100

L. L. PAULSON'S HAND-BOOK AND

**ROBERT BRAUN,**

**BLACKSMITH,**

Central City, Santa Barbara Co., - - Cal



Wagon Making and Repairing, and Wood Work  
of all descriptions.



Repairing of all kinds of Agricultural  
Implements.

General Job Work done with neatness, durability and dispatch.



**HORSESHOEING A SPECIALTY.**

All work done in the best manner, and guaranteed to give satisfaction.

1875 Co. Handbook

100

L. L. PAULSON'S HAND-BOOK AND

W. P. VAN NADER.

ISAAC VAN NADER.

**VAN NADER BROS.**



**Livery, Feed and Sale Stable**

**HOTEL AND SALOON.**

**MAIN STREET, - - - - CENTRAL CITY**

Santa Barbara Co., Cal.

**Private Conveyances and Saddle Horses on  
Hire at All Times.**

HORSES BOARDED AT LOWEST RATES.

COMMODIOUS CORRALS, LARGE SHED

The Hotel and Saloon offer the Best of Entertainment. Guests Accommodated  
dated by the Day, Week or Month.

RATES LOW, FARE GOOD.



Early 1900's photograph reputed to be Joe's Cafe but research has found this not to be true. It is a picture of a saloon somewhere but it is not Joe's Cafe.

## SANTA BARBARA COUNTY.

BOUNDED on the north by San Luis Obispo County and the Pacific Ocean; on the east by San Luis Obispo and Ventura Counties; on the south by Ventura County and the Pacific Ocean; on the west by the Pacific Ocean. The county also includes the islands of San Miguel and Santa Rosa, lying twenty-five miles southwest. Estimated population of the county at present time, 11,000. Total value of property \$7,056,921. Assessed area 917,676 acres. The soil is very fertile and all kinds of fruits and vegetables are produced without irrigation and with little labor. Land can be purchased at a very reasonable figure.

The Santa Ynez Mountains, from 3,000 to 4,000 feet high, traverses the county from east to west, distant only 4 miles from the coast and the county seat, Santa Barbara. There is a valuable quicksilver mine in the upper Ynez Valley. Also there are known to be large quantities of petroleum in different localities in the county. The bee business is assuming larger proportions every year, and large shipments of honey are made. Wild honey is abundant in the mountains.

Hot Sulphur Springs abound in the county, which are liberally patronized by tourists, every convenience and accommodation being available, hotels and bath houses.

The county has 41 school districts with an average attendance of between 2,000 and 3,000 pupils.

Santa Barbara (familiarily called the Zenith City), the county seat, contains a population of 5,000, and lays in latitude 34 degrees 26 minutes north; longitude 119 degrees 43 minutes west, and has the reputation of having the most equable climate on the Pacific Coast. The temperature ranges from 31 degrees lowest to 86 degrees highest. The summer temperature is cool, in consequence of the winds from the ocean, which come in greatly from the east in the morning and go around with the sun and blow from the west in the evening. There is no malaria. Wood and water are abundant, the former only \$6.00 per cord. Excellent fishing and bathing are indulged in daily, from the wharf near

the town. Santa Barbara is an incorporated city with a board of councilmen and mayor. It also contains some fine public buildings, county Court House, with large and beautiful shade trees and green plots surrounding it; City Hall, large and comfortable; one of the largest and nicest theaters in Southern California, and public parks and splendid drives in the country and on the beach. Churches: Methodist, Episcopal, Congregational, Presbyterian, Baptist and two Catholic. Four graded schools, two daily evening newspapers, *Independent* and *Press*, containing telegraphic and local news; a free public library fully supplied with select reading matter; a Woman's Christian Temperance Union with rooms containing papers and books, and a lunch room attached; secret societies of all denominations.

The Pacific Coast Steamship Company's steamers touch every five days going north and south, also Allman's stages leave and arrive daily for Ventura and Newhall, and the Pacific Coast Stage Company's stages leave and arrive daily for San Luis Obispo via Soledad, Paso Robles, Hot Springs, and connect with trains for San Francisco. Each line carries the United States mail and Wells Fargo & Co.'s express.

As a health resort, Santa Barbara equals any other on the coast, having three as fine hotels as can be found outside of San Francisco, viz., the Arlington Hotel, Hotel Eliwood and the Morris House. The advertisements of all can be found in this book. The two former are owned by Col. W. W. Hollister, and the latter by J. F. Morris. All contain ample accommodations with modern conveniences, and are always well patronized by people from far and near.

Below will be found the list of the present officiating county and municipal officers:—

### COUNTY OFFICERS.

Judge Superior Court.....	D. P. Hatch
County Clerk.....	A. B. Williams
Recorder.....	H. Stoddard
Sheriff.....	R. J. Boughton
Assessor.....	Frank Smith
Auditor.....	J. T. Johnson
Tax Collector.....	Thomas H. Hicks
Treasurer.....	U. Yndart



Photographs above depicting stagecoach life of early Santa Barbara. Upper left is stage going over San Marcos Pass. Upper right is Santa Barbara Los Olivos stage making a stop at Mattei's Tavern. Middle bottom is team of horses carrying molasses. Photos by Greg Griffin 1982. Courtesy Santa Ynez Historical Society.

1884-85 Coast County Directory gives a description of early days in Santa Barbara. Courtesy Santa Barbara City Library.

## CHAPTER 2: K. KONDA RESTAURANT — 1905

By the 1900's, the Industrial Revolution had brought the automobile. The livery stables gave way to the mechanic's shed, or something else that would fit the ever-changing needs of society through this highly technical period. To reflect this mood, livery stable signs were replaced with bright new garage signs:

"The development of transportation efficiency led to the decline and disappearance of the livery stable in Old Town. This resulted in dramatic economic and social changes within the community."<sup>5</sup>

Everyone still enjoyed eating out, and through this period Lower State Street remained the hub of the business community and the social outlet for almost all of Santa Barbara:

"From 1900-1910 State Street reflected diverse business: Nickelodeon Theatres (the first movies), butcher shops, and retail stores. Lower State from Ortega to Gutierrez provided food and entertainment, housing, and jobs for many Santa Barbarans as well as attracting a portion of the tourist trade."<sup>6</sup>

**DRY GOODS**  
**MILLINERY** *G. F. Trenwith*

**SANTA BARBARA**

Bon Ton Millinery, Mrs. C. L. Higgins, 730 State st. res cor Cañon Perdido and De la Vina sts.

BOOTH, HENLEY C., Lawyer, City Attorney, office Heath Block, res 115 W Carrillo st.

Booth, Mrs. Priscilla, res 27 W Cota st.

Booth, R. L., hardware, 515 State st. res 115 W Carrillo st.

Booth, Mrs. R. L., res 115 W Carrillo st.

Bordieri, Jose, boarding house, Plaza De la Guerra.

Bordieri, Mrs. Juana, Plaza De la Guerra.

Bosso & Co., grocery store and Italian bakery, 35 W Cañon Perdido st.

Bosso, Mrs. Margarita, res 31 W Cañon Perdido st.

Bosso, Mrs. S., bakery, 35 W Cañon Perdido st.

Boston Restaurant, 512 State st.

Botello, Miss Aurora, res Laguna st near Figueroa st.

Botello, Miss Dora, res Laguna st near Figueroa st.

Botello, Madovio, janitor, res Laguna st near Figueroa st.

Botello, Mrs. Refugio, res Laguna st near Figueroa st.

Bouton, Miss Alisa, De la Guerra Mansion.

Bouton, Miss Olive, res 18 Mitpas st.

Bouton, Mrs. W. S., res Oak Park.

BOUTON, S. W., Attorney at Law, Searcher of Records, office Fresno bid, res 105 W De la Guerra st.

Bouton, W. S., rabbitry, Oak Park.

Bowen, Mrs. Agnes, res 213 W Cañon Perdido st.

Bowen, Mrs. Jennie, res 215 Anacapa st.

Bowley, Miss Nellie, res Canal st bet Llay and Valerio sts.

Boyer, Anson A., attorney at law, res 1717 Anacapa st.

Boyer, Mrs. Harriet W., res 1717 Anacapa st.

Boyce, John J., attorney at law, res 1717 Anacapa st.

Boyce, Sarah E., res 1717 Anacapa st.

Boydin, Miss Lizzie, res Mitpas st.

Boyer, Miss Anita, res 401 Bath st.

Boyer, Frank W., res 401 Bath st.

Boyer, G. W., res 401 Bath st.

Boyer, Miss Myra, res 401 Bath st.

Boyer, Mrs. R. J., res 401 Bath st.

Boyle, Mrs. Catherine, rooms to rent, 412 E Sola st.

Boyle, David, bell boy, res 412 E Sola st.

BOYLE, GEO. W., Printer, Hopkins block, res 412 Sola st.

Boyle, Miss Margaret Jane, res 412 E Sola st.

Brabo, Mrs. Francisco, res 127 E Cañon Perdido st.

Brabo, J. R., servant at Santa Barbara Club 15 E Figueroa st.

*1901 City Directory lists the Boston Restaurant at 512 State Street. This indicates that a restaurant was on this spot over 80 years ago. Courtesy of Santa Barbara City Library.*

Among the diverse businesses, saloons were enjoyed only by the men of Santa Barbara. No self-respecting woman in those days would be seen in a saloon. Drinking at a bar was essentially a male prerogative. The favorite watering holes for the men were all on State Street: The Magnolia at 505, the Loust-alot Saloon at 510, and the Hotel Mascarel Saloon at 533 State Street. City ordinance 220 prevented these businesses from getting out of hand. It stipulated that no liquor could be served after eleven o'clock in the evening. Sometimes this made for some pretty fast and hard drinking on Saturday nights since another ordinance banned the serving of liquor on the Sabbath.

According to Joel Conway, noted Santa Barbara pictorial historian, "By 1905, the structure that had been standing where Joe's is today was demolished and a new structure was erected, named the K. Konda Restaurant. What used to be a saddlery and horse pens was turned into an office."<sup>7</sup>

By 1905, the number of restaurants in the 500 block had increased substantially. The best known were J. Angels & Co. at 500 State Street, the Clairmont at

### Restaurants.

Bianco's 814 State  
Dunlap Cafe, 26 west Ortega  
French Cafe, 630 State  
Grondona Lunch Parlors, 435 west  
Anapamu  
New York Kitchen, 536 State  
Ohio Home Cooking, 623 State  
Olympia, 538 State

~~Santa Barbara Restaurant 512 State~~  
Sarri & Gentini, Quarentina st., opp. freight depot.  
Spanish Restaurant, 18 east Ortega  
Spanish Restaurant, 300 State  
The Claremont, 519 State  
Womans' Exchange, 921 State

*1903 City Directory lists 512 State Street as the Santa Barbara Restaurant. Courtesy of Santa Barbara City Library.*

The only other form of entertainment for the family appears to have been the nickelodeon. Nickelodeon theatres, the forerunners of the movie houses sprang up like wildfire. There was probably a nickelodeon located in some corner of the K. Konda Restaurant. Apparently little else exists to describe what the K. Konda Restaurant was like or about.

**Santa Barbara Sporting Goods Co.**  
SPORTING GOODS--AUTOMOBILES--REPAIRS 722 STATE STREET

## 75 Years Ago

Aug. 13, 1943 — A strange tale of adventure that needs only imagination to make it seem as if it happened at a portion of the way taken in yesterday's story by the Lincoln County, N. M., couple was involving a pair of travelers they do recall as second-hand story. While standing on the driver's side below in Missouri, Storer related the tale. "My father-in-law," he began, "one of their names was the same as the other's was. They were going to be that type of couple, and were in the same trapping situation. The old story was told for generations and was the one who called last, came out with a tale of a hunter under his arm. He hunter was suffering from that he had some time. A third player him other affairs he was sentenced to be kept in jail. The accomplice escaped."

While little else could be found about this establishment, a newspaper article dated 1903 makes one surmise that at least two people knew of De Hart's Second Hand Store.

[illegible]

In 1923 if you were a good driver you met the Pickwick Stage with Mr. Van Horn driving on top of Ortega Hill and raced here at the corner of Salinas and Cacique. It could be considered the early drag strip.<sup>9</sup>

#### CHAPTER 4: DOMENICO PIGNOCCO SOFT DRINKS AND POOL HALL — 1924

Finally Lord Harry's Place (514) gave way to accommodate a modern form of transportation: the Pickwick Stage and Bus Depot. Pickwick Bus lines, founded in San Diego around 1912 by Mr. H. L. Pattison and A. L. Hayes with just one car, took its name from a San Diego theatre. During the Pickwick Bus days, several different types of buses usually having single or double tiers stopped in Santa Barbara. Although Pickwick provided passenger travel, it was Lloyds' Bus Lines that provided service to the Santa Barbara Community at large. It was located in the same building as Pickwick Stage Lines as was the Brown & White Taxi Service.



1916 Lloyds Time Table. Courtesy Santa Barbara City Library. Remake Mel Chavez.



Single Tier Pickwick Bus after an accident. (Circa 1927). Photo courtesy C.D. Murchison. According to I.A. Bonilla the Pickwick stages were very colorful. Each Pickwick Stage had a name and picture of a flower printed on its side like "Carnation."

By 1915, 510-636 State Street had new owners and new names. The biggest factor that required the changes was Prohibition. Because of Prohibition, the saga of the saloon almost became a Western Memory:

"To a large degree, the country was 'dry' by 1917, although Prohibition did not become official until January 16, 1919. The night before, it seemed that every saloon and liquor store was packed with people, drinking up the remaining stock. The atmosphere was a paradoxical mixture of sadness and festivity, and in the days following there were feelings of nostalgia for what had been a joyful way of life."<sup>10</sup>

By 1920, J. J. McGaffrey turned his saloon at 636 State Street into a sporting goods store. The Ziegler and Menken Saloon at 427 State became the Super Vulcanizing plant of Santa Barbara (in order to keep up with flat tires). Miratti's Saloon, which, according to Angelo Ferrario, "was more likely named the Imerial Bar, owned by Alverti & Vizzolini,"<sup>11</sup> at 534 State Street, became a restaurant owned by Dick Shreder. 512 State Street remained a second-hand store owned by J. P. Fuzere.

**H. G. CHASE REAL ESTATE**  
INVESTMENTS - EXCHANGES  
Bank Phone 125 Lo. J., Home, Santa Barbara 730 State St.

**Santa Barbara City Directory** 181

Phillips, Miss Josephine photographer Anna Film 1203 Anacapa  
Phillips, Louis V (Mrs Louise V) taxi driver 311 N Milpas  
Phillips, Thos (ex 620) W Carrillo  
Philmont, Sister Miss Superior St Francis Hospital  
PHOENIX ASSURANCE CO OF LONDON (Louis G Director  
est) 1775 State (See back home and Classified Ads)  
PHOENIX, CHARLES E (Mrs Augusta C) (Phoenix & Com-  
munic) res 124 E Victoria  
PHOENIX & CLENNANE (C. E Phoenix, J. B Cennane) propes  
Gustavus Drug Store 635 State phone 62 (See left side and  
Classified Drug Stores)  
Phoenix, Miss Maria B (Mrs Garfield) Sch res 1215 Miss Villa  
Pimentel, Chas (Mrs Isabel) fruit packer Johnston Fruit Co and  
of E De la Guerra  
Pimentel, Miss Isabel Jeweler and of E De la Guerra  
Pimentel, Geo W (Mrs Jeanne) cement wks 936 Re-beria  
Pimentel, Geo G (Mrs Kate) engr Potter Hotel res 1121 Bath  
Pimentel, Henry musician 721 Anacapa  
**PICKWICK AUTO STAGES** (W E Wheeler and Chas Wren) &  
Lloyds Bus Lines phone 160  
Pitt, Alex (Mrs Lucille) taxi 416 Rose ave  
Pitt, Arthur lat 416 Rose ave  
Pitt, Mrs Augusta 830 Canal  
Pitt, Ramon driver Milpas St Truckard res 165 E De la Guerra  
Pitt, Camilla (Mrs Francisco) lat 830 Canal  
Pitt, Mrs Canon (and Bros) 1116 San Pascual  
Pitt, Mrs Francisco (and J) res 819 Santa Barbara  
Pitt, Frank lat 518 E Canon Perdido  
Pitt, Joseph E houseman 1218 Anacapa  
Pitt, Joe M lat 518 E Canon Perdido  
Pitt, Joe R (Mrs Cora) taxi engine Union Com Co 129 Nepal  
Pitt, Miguel E (Mrs Sallie) porter Tegenwisch res 807 Salisburgh  
Pitt, Rufus 830 Canal  
Pittman, Alfred M (Mrs Sallie P) (Pittman Bros) res 1679 Garden  
Pittman, Mrs Anne J (and Henry) 2421 Hollister ave  
Pittman Bros (F F and A M) Serrano 419 State  
Pittman Bros Bldg 419 State  
Pittman, Chas R student 1807 Bath

LEON MIRATTI Phone 71 ERNEST H. LOMAX  
**Santa Barbara Drug Company**  
Wholesale and Hospital Supplies - Dispensing - Prescription - Specializing in - 640 State Street

**EYES**  
**Tested**  
**Corrected**  
**C.R.E.A.J.**  
**Cronise**  
**Optometrists**  
**and**  
**Opticians**  
**746**  
**State St.**  
Phone  
Home - 1599  
Main - 123

1916-17 City Directory shows Pickwick and Lloyds Bus Lines. Courtesy of Santa Barbara City Library. Remake Mel Chavez.

By 1924, 512 State Street became Domenico Pignocco's Soft Drink Stand and Pool Hall. According to Angelo Ferrario, "the pool hall was owned by Vesco & Long."<sup>12</sup> And right next door, almost in the Pickwick Bus Station, was the concession stand of J. H. Kern's Cigars.

The 500 block was still an important section of Santa Barbara, but missing was the exciting street life so characteristic of the times when saloons dominated lower State Street. The "watering holes" really became watered down as soda fountains became the prominent gathering places for Santa Barbarans. The old time saloon was an overwhelmingly masculine pastime. Soda fountains encouraged a far more family-oriented social life because now women and children were welcome on the premises. Everyone could meet and socialize as Prohibition became the fashion that drinking once was.

There is very little information regarding Pignocco's Soft Drink Stand, but it could be imagined that this establishment provided recreation for a large number of residents as well as the ever increasing number of tourists coming through Santa Barbara on the Pickwick Stages. According to I. A. Bonilla, " 'Peanuts' "

**AMBROSE LUMBER CO.**  
LUMBER, BUILDING MATERIALS, SCHUMACHER PLASTER BOARD  
EMPIRE PLASTER, COLTON CEMENT, MILLWORK, MAGNETITE STUCCO  
OFFICE, 636 E MONTECITO ST. PHONE 193

**SANTA BARBARA CITY DIRECTORY** 313

Piers Claude gard h109 E Victoria  
Pieron Eva E showman Warde's Inc r W L Pieron  
Pieron Hans shoe repair Rodentich's r1019 State  
Pieron Lucinda M wid W N h13 Ocean View av  
Pieron Walter L (Lora F) carp h Modoc rd sw cor Railroad av  
Na 2, 1029 State  
Pignocco Antonio (Lucy) fireman h411 W De la Guerra  
Pignocco Clara H A office Sec City Dry Clng Co r411 W De la Guerra  
**PIGNOCO DOMENICO**, Agent Maier Brewing Co and  
Guest Pure Grape Syrups, Soft Drinks and Blue Ribbon  
Malt Syrup, 512 State, Tel 638, h411 W De la Guerra  
Pignocco Jas (Louise) gard h733 W Figueroa  
Pignocco Lena r411 W De la Guerra  
Pignocco Theresa A r411 W De la Guerra  
Pike Chas C (Martha A) lat h922 Rancheria  
Pilling Alice M wid Gas r1113 W Carrillo  
Pimentel Vincente (Soledad) h409 Rose av  
Pitt los h402 Rose av

**HART BUSINESS SCHOOL**  
DAILY NEWS BLDG., DE LA GUERRA PLAZA Phone 2162-W  
Pinner Jose h rear 218 E Canon Perdido  
Pinotti Chas (Isabel) gard h1123 E De la Guerra  
Pinkerton Mary L nurse h1119 Garden  
Pinkham Le Roy student r715 E Victoria  
Pinkham Raymond D clk Sterling Drug Co r715 E Victoria  
Pinkham Rufus F (Maude R) pres Channel Oil & Develop-  
ment Co h1815 Bath  
**PINKHAM SAMUEL C** (Clara H), Prop Sterling Drug Co,  
h715 E Victoria  
Pinsam Walter H student r715 E Victoria  
Piodela Harry J (Emma) groundman Sou Cal Edison Co h228 E  
Cota  
Pippen Emory J gro 136 E Canon Perdido  
Pischer Nelson C (Rebecca) h116 W Micheltorena  
Pissman Benj F (Nellie E) and h931 Carpenteria  
Pissman Richd H (Genevieve) office 29 E De la Guerra h416 E  
Valerio  
Pitt Elizabeth maid El Encanto Hotel  
Pittman Geo A (Johanna M) lat h519 E Ortega  
Pitts Elliot E (Frances E) butler h409 Santa Barbara  
Pizarro Guillermo r524 Santa Barbara

**REAL ESTATE COLLECTIONS INSURANCE**  
**ARCHER & CALLIS**  
6 EAST CANON PERDIDO ST. PHONE 1226

**Diehl's**  
**7 STORES**  
UNDER ONE ROOF  
Grocery  
Bakery  
Confectionery  
Fruit & Vegetables  
Tea and Coffee  
Liquor  
**DIENL**  
**GROCERY**  
**COMPANY**  
423-425 STATE ST.  
**Diehl's**  
**Butter**  
**Nut**  
**Bread**  
**THE BREAD**  
**OF QUALITY**  
**Grocers**  
**Sell it**

1924 City Directory shows Domenico Pignocco at 512 State Street. Courtesy of Santa Barbara City Library. Remake Mel Chavez.

Schaffer was the most popular waitress there."<sup>13</sup> Nancy Peery states that "people would come down there to play their guitars."<sup>14</sup> This place was probably the forerunner to the 1950's Bohemian coffee houses.



Early photo of Santa Barbara (circa 1920's) near the old mission.

A young man named Joe Ferrario was working for Charles Miratti at the lunch counter/soda fountain in the Pickwick Bus Depot at 514 State Street.<sup>15</sup>

## CHAPTER 5: JOE'S CAFE — 1928

From 1924-1928 changes around the 500 block continued to occur. Prohibition and the automobile were still the nemeses of business. In 1924, J. H. Kerns at 514½ State Street changed to Mission Motors, and 510 State Street became W. R. Jewell Cigar and Billiards. Somewhere between 1924 and 1928, Pignocco's Soft Drink Stand became Channel Bar and Grill, and it was as Channel Bar that Joe Ferrario in 1928 purchased what is now Joe's Cafe at 512 State Street.

Lower State Street became an area where restaurants flourished with or without liquor. Restauranters developed their reputation for good food and great customer service because patrons were becoming discriminating. It is not surprising that good food is a trademark of Joe's Cafe.



Joe Ferrario serving the troops during WWII. Photo courtesy Harry Davis. Remake Sharon Hoshida.

Sometimes it is not technology or laws that bring rapid changes. On August 1, 1925, Joe Ferrario and his family arrived in Santa Barbara. But a month before they arrived, mother nature made a change of her own without warning.

!!!June 29, 1925: E-A-R-T-H-Q-U-A-K-E!!!

An earthquake measuring 6.3 on the Richter scale brought damage to most of the structures in Santa Barbara. The "Official Report of Engineers on City Buildings, 1925" shows the extent of the damage that occurred from 510 to 516 State Street:

510 State Street: Minor repairs. O.K. for occupancy.

514 State Street: Pickwick, part of building should be removed. Office in rear O.K.

512\* State street: Rear wall should be replaced and not occupied until then.

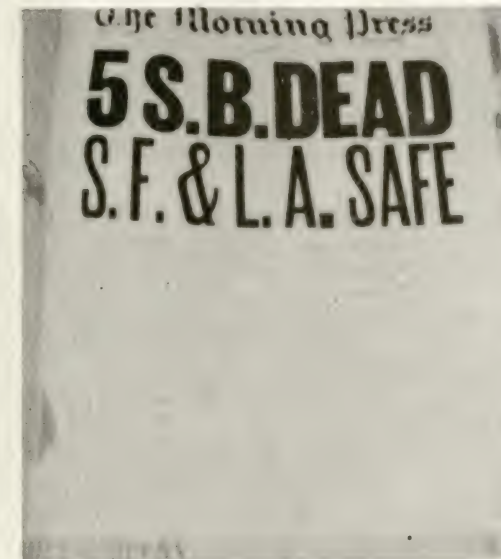
516 State Street: Stage storage. Remove certain piers.

As the official report reads, Pignocco's could not be occupied until the rear wall was replaced. Still there was money to be made with perseverance and Prohibition. Pignocco became very sick in 1928 and



*Richter Scale indicates 6.3. What an earthquake! Courtesy of Santa Barbara City Library. Remake John Brinley-Higgins.*

sold his stand to Joe Ferrario. One year later others were even sicker. The Great Depression of 1929 arrived. Although there were other depressions in America before 1929 varying in degrees of severity (1879, 1837 . . . 1913), the depression of 1929 was especially significant in America's future economic and political development.



*Above photo shows Pignocco's after the earthquake. Courtesy of Santa Barbara City Library. Remake John Brinley-Higgins. Bottom photo reads the morning after in the Morning Press: 5 S.B. Dead S.F. and L.A. Safe. Courtesy Santa Barbara City Library. Photo John Brinley-Higgins.*



Preceding page shows the damage done to the Arlington Hotel. Notice the car with the acetylene cutter for hire. Bottom photo shows damage done to the 1st National Bank. Photographs courtesy Bob Armstrong.

430 1/2 State Street. The top portion of the building is the Grand Hotel courtesy Bob Armstrong.

Santa Barbara accepted reluctantly the presence of this Depression. Times here were relatively mild for Santa Barbara. During this devastating time for most of the country, Joe Ferrario, with the help of family and friends, made Joe's what it is today. According to Nancy Peery, "During prohibition 'near beer' and exceptional food were served. The food was so good that naturally the restaurant evolved and Joe's became a meeting place for Santa Barbara."<sup>16</sup>

Prohibition made Santa Barbara a favorite smuggling spot for coast riding rum-runners. Santa Barbara was one of a great many isolated spots from San Francisco down the Southern coast. "The first rumored speakeasy appeared in the 1930's with Joe Ferrario's restaurant."<sup>17</sup> But, Angelo Ferrario, the son of Joe Ferrario, vehemently refutes this statement. He wants everyone to be aware that Joe's Cafe was a family restaurant and its doors were never closed to the public. "No one had to whisper to gain admittance to Joe's. People were always getting the restaurant confused with some other person with a similar name that did sell the illegal

brew."<sup>18</sup> Anyway, that's an interesting rumor. Joe Ferrario was proudest of the fact that patrons could call (usually on Sundays) and say, "My kids are coming in. Give them food and put them in a cab."<sup>19</sup>

1933 was a very good year. The repeal of the 18th Amendment meant an end to prohibition! After Prohibition, the bar at Joe's Cafe became very active, and Joe Ferrario became a distributor of Acme Beer, which was brought from San Francisco by boat and unloaded at Stearns Wharf under very tight security. One year later, 1934, Joe's Cafe became known as a drinking man's institution.

Although Joe's Cafe was doing well in 1934, the structures on both sides took other owners. 510 State Street became the Cabrillo Cafe. 514 State Street became a multipurpose Greyhound office/auto repair/taxi service.

From 1935 on, according to Angelo Ferrario, Joe's was becoming the meeting place for politicians even though

*Opposite page shows the disaster after the 1925 earthquake. Upper left photograph shows one proprietor is still open for business. Troops guard the church in the upper right photo. The middle picture shows the clock that had been broken the night before the earthquake yet no one knew this but the watchman who blamed it on the earthquake anyway. Photos courtesy Bob Armstrong.*



his father kept a neutral ear to espousments and endorsements. It was a central place to meet. In this same year Joe Ferrario officially changed the name of the restaurant to Joe's Cafe and purchased a sign for the restaurant. While it is different from the one today, it still let everyone know where Joe's was.

By 1938 politics was a very big topic of conversation. On the periphery a new change was about to occur that again would effect business in Old Town and change the politics of all America.

# !!!!!!WORLD WAR II!!!!!!

As the United states entered into this gigantic conflagration, the politics and espousments of patriotic citizens echoed through this little restaurant. When Angelo Ferrario went into the Service, the remaining Ferrarios kept the restaurant alive.

In 1942, there were only two established drinking and dining establishments: Joe's Cafe, and the Dutch Dairy Lunch Counter at 514 State Street owned by Edward Trimborn.

Two years after the United States' Declaration of War, sub-assembly defense plants opened up in the city. This created not only a production base for war, but a new economic boon to the city. Restaurants flourished. The plants brought servicemen and workers. Everyone had money, and they all had to eat:

"Most of the establishments in Old Town apparently experienced general prosperity in the wartime, especially restaurants. Old Town was noted for its restaurants in the War. When the servicemen descended upon Santa Barbara on the weekends the sidewalks were crowded with hungry individuals. Joe's was already renowned for its excellent food, and servicemen spread its advantages among themselves."<sup>20</sup>

It appears that the Dutch Dairy Lunch Counter at 514 State Street did good business at this time, as well. People liked the interior, which reminded them of Holland.

Man cannot fight forever. 1945 and the Allied Victory. But victory across the waters did not mean stability at home, especially for restaurants:

"Restaurants and bars were the most numerous, yet the least stable. The postwar evolution of lunch counters at 403 State was particularly chaotic. Here



Joe and Angelo in front of Joe's Cafe during a Fiesta in the early 30's. Because a state law prohibited the use of the word "Bar" where food was served, the restaurant became Joe's Cafe and not Joe's Bar. Photo courtesy Santa Barbara Newspress.

A.C. Needham and Herbert Berman opened a cafe in 1945. In the subsequent decade, 403 changed hands three times."

This is probably when the Dutch Dairy started to decline and fade out of existence. The Dutch Dairy Lunch Counter was later incorporated as part of Joe's Cafe.

Joe Ferrario retired from the restaurant business in 1948, but not before he had set a tradition of good food and drinks. It was a good life, those twenty years, for Joe, his wife Adelina, and two children, Angelo and Sylvia. They had all worked hard to make Joe's Cafe a family restaurant. When Joe sold the restaurant, he opened a liquor store in the San Roque area. Joe Ferrario sold the restaurant to another Joe—Joe Govean, so it is not surprising that the establishment did not change names.

Joe Ferrario and his family are quiet people, but they left quite a mark on Santa Barbara history. Thank you, Joe.

1942 City Directory lists Joe Ferrario, Johnson Estate, and Edward Trimborn. Courtesy of Santa Barbara City Library. Remake Mel Chavez.

**Ogilvy, Gilbert & Morse**  
**27 E. Canon Perdido INSURANCE Tel. 5183**

STATE—CASH	PAINTING ALEX FUNKE DECORATING
427. 1/2 Day Cafe	527. 1/2 Rich Edwin phone
428. 1/2 Yarns Bart rear	529. 1/2 Heng Bros uphol
429. 1/2 Moga Bros uphol	530. 1/2 Sola Informants
430. Vacant	531. 1/2 Bank of America
431. Vacant	532. 1/2 Wartalk 1 1/2 men's
432. Vacant	533. 1/2 Motor Co used cars
433. 1/2 Channel Radio Shop Co	534. 1/2 Salvage Army Social
434. 1/2 Kopsalis John billiards	535. 1/2 Service
435. 1/2 Kyriakidis Frank rear	536. 1/2 Hannel Roy
436. 1/2 Whaley Fred Tire Co	537. 1/2 Golden Barber Shop
437. Vacant	538. 1/2 Miner Beatrice Mrs
438. 1/2 Pente E J rear	539. 1/2 beauty shop
439. 1/2 Halsey Informants	540. 1/2 Howell Andie shoe chimer
540. 1/2 S & K Liquor Store	541. 1/2 P J billiards
541. 1/2 Western Auto Shop Co	542. 1/2 Peterson T I used cars
542. 1/2 Glenaday Perry radio	543. 1/2 Mottu Bros Household
543. 1/2 Post Office sta No 1	544. 1/2 Exchange
544. 1/2 Hansen Anna Mrs dairy	545. 1/2 Hertz-Tire-It-Yourself
545. 1/2 grad	546. 1/2 Union Road
546. 1/2 Nemes H D shoe repr	547. 1/2 Dierckx A J
547. 1/2 De Maren J P barber	548. 1/2 Mousse Joanne A beauty
548. 1/2 Alexander D P clo-cler	549. 1/2 shop
549. 1/2 El Camino Hotel	550. 1/2 Evans M H Mrs rear
550. 1/2 Williamson John	551. 1/2 Cohen J M conf
551. 1/2 Wilkerson H C auto repair	552. 1/2 Wilson Theatre
552. 1/2 Trevillian F J vending	553. 1/2 Cohen Rachel men's
553. 1/2 mach	554. 1/2 turns
554. 1/2 Anne French Lady	555. 1/2 Henderson Oscar tailor
555. 1/2 Vacant	556. 1/2 Los Angeles Examiner
556. 1/2 Bird C M Mrs rear	557. 1/2 Agency
557. 1/2 Heston Joe rear	558. 1/2 Wilson Wm cigars
558. 1/2 1/2 vacanter Carl meat	559. 1/2 Sorenson A C Paint Co
559. 1/2 Johnson Auto Electric Co	560. 1/2 Texas Lunch
560. 1/2 Schubert F H tail	561. 1/2 Paulding E B Mrs coml
561. 1/2 Timmons Edna rear	562. 1/2 phone
562. 1/2 Vacant	563. 1/2 Gonzalez Barney rear
563. 1/2 Highland Arcade	564. 1/2 Williams & Parilla billiards
564. 1/2 Brock J H gro	565. 1/2 vacanter
565. 1/2 Vacant	566. 1/2 Tabata Tabuma shoe repr
566. 1/2 Thompson G T conf	567. 1/2 West Side Trading Co
567. 1/2 Tuerk A G barber	568. 1/2 2d fl gds
568. 1/2 Vannucci Luigi rear	569. 1/2 1/2 Park Building
569. 1/2 1/2 vacanter F L Co	570. 1/2 Campbell J C dental
570. 1/2 Empire One Wm	571. 1/2 Powers Sami real est
571. 1/2 Hotel Barbara Worth	572. 1/2 Velliotas Sami rear
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REMINISCING OVER photographs of former years are Joe and Adelina Ferrario, former owners of Joe's Cafe, who are celebrating their 62nd wedding anniversary this year.

— News-Press photo

Joe Ferrario and wife Adelina at 62nd wedding anniversary. Photo courtesy Santa Barbara Newspress.

## CHAPTER 6: JOE GOVEAN — 1954

It is interesting to note that although Mr. Govean bought the bar and restaurant, Gildo and Emelia M. Iorio owned the property. The date of the Iorio's purchase of the property and who owned it before them is unclear. Angelo Ferrario believes that the Bosio family owned the property before the Iorio family. It didn't seem to matter much to the patrons because Joe's still attracted a great clientele, especially the politically-oriented. Unlike other restaurants, the postwar economic doldrums apparently did not hurt Joe's Cafe.

When Joe Govean purchased Joe's Cafe, he and Mrs. Govean added some fine touches to the restaurant. Mrs. Marie Govean always kept fresh flowers behind the bar. She says, "They were really the thing. Everyone liked the flowers on the tables. And when we didn't have any, we went out and pulled weeds! The flowers added so much."<sup>22</sup> The little room in back became the "Cymbidium Room" and the "Nooners," a political group, met there. Mrs. Govean pointed out, "Joe and I even baked cakes for the regular customers on their birthdays."<sup>23</sup> That's a family restaurant!



*Former owners of Joe's Cafe, Joe and Marie Govean (1948-1954) holding a plate and bottle of whiskey on which Marie designed the logo. Photo by Linda Tabler 81.*

To bring back the atmosphere of an old speakeasy, or the rumor of such notorious misdeeds, Joe Govean was inspired to add another special touch on New Year's Eve. On New Year's Eve the restaurant closed, but if you knocked on the door and said (in whispered tones) "I know Joe," you walked into a party. Customers brought fish and game to be prepared by the chef. Now that's service!

Joe Govean only owned the bar and restaurant for six years, but they were six highly successful years for the restaurant, while erratic ones for other ventures. As Todd Shallat writes, "Amid the theory of successful restaurants, shoulder-to-shoulder south of Ortega were inconspicuous failures. The Santa Barbara Cafe across from Joe's and the Twin Sisters Cafe, two doors south of the Savoy, both opened and closed in two brief years. Still, there was money to be made for those with perseverance and capital. When their neighbors in the automobile and tourist industries began to feel the pinch of economic stagnation in 1949, restaurants and bars continued to grow and prosper."<sup>24</sup>

As the postwar feelings gradually came to an end, new pressures took over. Technology now stood alone as the main factor for change. Prohibition no longer had to be dealt with; but with technology came the new phenomenon of mental stress—the second "Great Depression." By 1951, according to Todd Shallat, "Businessmen had their choice of office-to-home 'decompression chambers.' Joe's Cafe (512) had been a drinking man's institution since 1934."<sup>25</sup> The restaurant's reputation was heightened during this period.

In 1954, the second Joe retired from the restaurant business. He went to work for Ott's, where he stayed for twenty years. He sold the restaurant to a corporation: Trevillian Enterprises. Fortunately, Joe's personal service was not lost in the brief time it was owned by a corporation. Not much is known about Trevillian except that it also owned numerous other properties including the Mar Monte Hotel. This corporate giant only owned Joe's Cafe for nine months—the business but not the property. That same year Trevillian Enterprises sold the restaurant to Harry Davis.



*(Circa 1947) Nooners meeting. Arrow shows the late Edward Craviotto who bought the Joe's property with his cousins Charles and Daniel Craviotto. Photo courtesy Harry Davis. Remake Sharon Hoshida.*



*Former owner of Joe's Cafe (1954-69) Harry Davis. Photo Sharon Hoshida 1981.*

## **CHAPTER 7: HARRY DAVIS AND THE CRAVIOTTO BROTHERS — 1954**

Trevillian Enterprises barely had the property nine months when it sold the establishment to Harry Davis in 1954. Harry Davis bought the business but the Craviotto Brothers, Charles, Daniel, and a cousin, the late Edward Craviotto, obtained the land that Joe's Cafe sits on today.

The Craviottos have long been a respected family in Santa Barbara. In 1981, Charles and Daniel were still working at the iron works company that was established by the family in 1916. I.A. Bonilla remembers when their grandfather Fred E. Craviotto owned the building that was the Teahouse Restaurant which now sits on the corner of Canon Perdido and Garden streets. Fred E. Craviotto owned the Teahouse building in 1903 and it was called Craviotto and Beckam. It was a little corner grocery store. The Craviottos purchased the Joe's property on February 4, 1954 from Gildo and Emelia M. Iorio.

Harry Davis came to Santa Barbara in 1938 and started his career working for Russell Smith at the El Paseo Restaurant. After World War II, 1946, he started El Cielito Restaurant. Business was so good there that despite erratic sales in 1954, he and his silent partners . . . shhhh . . . Steve Schwartz and Vincent Wood, bought Joe's Cafe. They became the hottest operators in town. Business was so good that they added the "Pickwick Room." This is probably the same spot where the Old Dutch Dairy Lunch Counter with its wooden booths stood, and where Lord Harry forged his wares. The Versola family owned the kitchen, and could they cook!

Interesting still is that the rest of what was 514 State Street is part of the Johnson Estate. On the same spot where there once were stables of horses, there was now a stable of cars. According to Nancy Peery, Elmer Johnson ran a service station, Union Motor Co., which sold Nash, Edsel, and Mercedes cars. It is where Aten's Paint Company is presently. Another change occurred while Harry Davis owned Joe's Cafe. Harry

Davis took down the old sign and put up the one he designed himself which illuminates the whole block today. It contains over 100 bulbs. The old sign was not visible enough from the street. Harry Davis really had to fight with the City Council to get the new marquee approved. But, he did! One thing about Harry Davis—he sure works hard . . . and harder . . . and harder. Like all partnered restaurateurs he dreamed of owning a new restaurant of his own. He saved enough money (which wasn't hard for him to do) and built Harry's Plaza and and Harry's Towne House. He sold Joe's Cafe in 1969 to Jack and Nancy Peery—a fine Carpinteria family.



*A view of Aten's Paint store next door to Joe's Cafe. Aten's is part of the Johnson Estate and if you look in back you will see the old garages. Photo by Linda Tabler 1981.*



*The building that used to be owned by Fred Cravotto as it looks today. It is located today at Canon Perdido and Garden Street. Photo by Carolyn Geiger. Right: The building when it was a grocery store circa 1903. The building was located on the corner of Canon Perdido and Santa Barbara Street. Courtesy Julie McDivit.*



*The Craviotto Brothers: Charles (Lt.) and Daniel (Rt.). The real estate agent told them that the restaurant (Joe's) would be here after Santa Barbara is gone. Photo by Sharon Hoshida 1981.*



*Gildo and Emelia Iorio who owned the property where Joe's sits today. They sold it to the Craviotto Brothers in 1954. They never met the Craviottos. A real estate agent handled the deal. The Iorio's bought the property in the late 30's from Joe Bogio. Photo by Greg Griffin 1982.*



Mildred Kelly (top, center) was the first waitress/hostess at Joe's Cafe. She worked for Harry Davis. At that time only men worked at Joe's Cafe. They said they would walk out because they didn't think a woman could do it as well as a man. Mildred proved them wrong. Photo circa 1958.

## CHAPTER 8: JACK AND NANCY PEERY — 1969-1972

Jack and Nancy Peery bought Joe's Cafe in 1969 from Harry Davis. From 1969 to 1972 the restaurant did well for them. Like Joe Ferrario, Jack and Nancy got a lot of help from the family. They have five children—Brian, Bud, Susan, Ann, and Beth—and all of them have worked there at one time or another. At least three out of the five children work at Joe's now.

In 1972, a very personal change occurred. Jack and Nancy Peery parted ways. But it did not mean the end of Joe's Cafe for Nancy Peery.



An early picture of Jack and Nancy Peery and their five children (standing, Brian, Susan, Bud; seated, Ann and Beth). Courtesy Nancy Peery.

# CHAPTER 9: NANCY PEERY — 1973

“Why change a good thing?” asks Nancy Peery, the sole owner of Joe’s Cafe at 512 State Street. As with the other successful restaurateurs, perseverance and patience paid off for Nancy. Even though she was a woman faced with a hard job of managing a family and a restaurant alone, Nancy Peery didn’t give up. She continued through many other ups and downs to make Joe’s Cafe the central restaurant in Old Town.

Nancy isn’t a foreigner to most of the customers of Joe’s Cafe. She is a Carpinteria native. She grew up on a large farm that grew walnuts, lemons, and avocados. Carpinteria High School sits on part of the property today. Because she lived on a farm, Nancy Peery knows what hard work is all about. The atmosphere is warm and friendly because Nancy works hard, has a great big heart and grew up with most of the customers.



Nancy Peery—The owner of Joe’s Cafe 1969—. Photo courtesy Nancy Peery.

As to changing the place, Nancy’s first sentence explains everything. Oh, she might do something with the kitchen. She did give the outside a facelift but nothing ostentatious or highly visible. She promises that the name will never change. She understands that people have been coming to Joe’s Cafe for over fifty years. Not too many restaurants in town can make such a statement. Because of this, she realizes what a mistake it would be to try to modernize the restaurant. She says, “Part of the charm is that it is busy.” She wants to continue to create those moments of nostalgia.

Politically, Nancy doesn’t see the restaurant as having any real involvement anymore. A lot of politicians still meet here, but she also feels a lot of different segments eat at Joe’s, especially during lunch. Of course it should be mentioned that Nancy Peery was the President of Old Town Santa Barbara Merchants Association until July 11, 1979. The merchants are trying hard to keep Old Town a safe and respectable place for people to shop and eat.

NAME.	OCCUPATION.	PLACE OF BUSINESS.	RESIDENCE.	TOWN OR P. O.
Bailard, A.....	Farmer.....	Carpenteria Valley.....	3 m E Carpenteria.....	Carpenteria.....
Baker, Melville Cox.....	Mechanic.....	Saticoy.....	Santa Barbara Co.....	Saticoy.....
Baker, F N.....	Station keeper.....	Bell's Station.....	Los Alamos.....	Guadalupe.....
Baker, Robert La F.....	Farmer.....	Santa Barbara Co.....	La Patera.....	Santa Barbara.....
Baker, Andrew J.....	Carpenter.....	Santa Barbara Co.....	La Patera.....	Santa Barbara.....
Bail, William.....	Laborer.....	Santa Barbara Co.....	La Patera.....	Santa Barbara.....
Bamford, W James.....	Blacksmith.....	Montecito.....	Santa Barbara Co.....	Santa Barbara.....
Barber, Peter J.....	Carpenter.....	Santa Barbara.....	Vineyard st.....	Santa Barbara.....
Barber, P J.....	Architect.....	Ortega st.....	Santa Barbara Co.....	Santa Barbara.....
Bargolla, Angel.....	Farmer.....	Santa Barbara Co.....	Santa Rita.....	Santa Barbara.....
Barkley, A S.....	Farmer.....	Santa Barbara.....	Santa Barbara Co.....	Santa Barbara.....
Barker, Jas Lawrence.....	Surveyor.....	Santa Barbara Co.....	Santa Barbara.....	Santa Barbara.....
Barker, J L.....	Insurance agent.....	State st.....	Bath st.....	Santa Barbara.....
Barker, John.....	Farmer.....	Santa Maria Valley.....	24 m S Guadalupe.....	Guadalupe.....
Barker, F L.....	Carpenter.....	Santa Barbara.....	Bath st.....	Santa Barbara.....
Barker, Fred.....	Carpenter.....	Santa Barbara.....	Anellago st.....	Santa Barbara.....
Barker, James.....	Attorney.....	State st.....	Bath st.....	Santa Barbara.....
Barnstead, T D.....	Toll collector.....	Stearns Wharf.....	State st.....	Santa Barbara.....
Barnard, Wm.....	Farmer.....	Carpenteria Valley.....	14 m E Carpenteria.....	Carpenteria.....
Barnard, W E.....	Real estate.....	State st.....	Santa Barbara.....	Santa Barbara.....
Barnes, John W.....	Hotel keeper.....	Santa Barbara Co.....	Santa Barbara.....	Santa Barbara.....

10-W	Fithian J R r Fithian Rd.....	102-J
125-M	Flores Paul Serena.....	75-R-1
23-J	Folkner S C r Casitas rd.....	41-R
0-R-2	FORD & LINCOLN & FORDSON sales-serv	129
18-J-3	Ford Dealer E M F L'more L'nden ave	129
131-J	Franklin Mrs B O r Franklin rd.....	112-J
117-R	Franklin C B r off Franklin rd.....	110-M
17-R	Franklin G A r off Franklin rd.....	112-M
17-W	Franklin G E off Franklin rd.....	112-W
117-R	Franklin H B r Foothill rd.....	117-J
13-J	Fuller J D r Foothill rd.....	53-W
137-J	Gay P H r Carpinteria.....	21-W
22	Green Cella r Coast Hgwy.....	29-J
0-R-4	Grinstead Otis r Santa Monica rd.....	122-J
1wy 69	Hales John r Lillingston Canyon.....	60-R

(Top) 1875 Handbook and County Directory lists Nancy Peery’s great grandfather A. Bailard. Her family has been in this area a long time. Courtesy of Santa Barbara City Library.  
(Bottom) 1923 Telephone book lists Nancy Peery’s Family (formerly Nancy Franklin). Courtesy Nancy Peery.

However, she is very active in social events. Nancy sponsored a men's City League Basketball team and a women's City League baseball team in the "A" League that, according to Wendy Gingrich, "are the best!" Tina Ballas, the captain, also backs up Wendy's statement. She says that, "Joe's Girl's Softball Team is the favorite team in town."<sup>26</sup> The women have brought home four tournament trophies.

But the really special event comes in the spring, when Nancy Peery sponsors the annual "Joe's Cafe Golf Tournament." If you haven't heard about it, don't worry. The tournament is by invitation only, and it is full every year. Just look at the pictures, trophies, and awards next to the television. They tell how much Joe's Cafe participates in the City of Santa Barbara.

If you want to know how good and diverse the food is, just ask Elmer Dills of Channel 7 Eyewitness News, who says, "Every city has a Joe's... watch for Joe's daily specials. Their hamhocks and lima beans are a specialty. But if that doesn't fit your palate, try the big bone prime rib cooked just the way you like it."<sup>27</sup> If you're not strictly a meat person, try the cheese omelette dinner, or the salads made to your order; or

ask for things not on the menu like the "Philip's Sandwich."

One more thing to remember. Elmer Dills also points out that if you don't make a reservation for Friday night, forget it!

This brings the history of Joe's Cafe up to the present day. As the advertisements say, "Joe's—the place to go for the best cocktails and good food in town in a relaxed old-time Santa Barbara atmosphere."<sup>28</sup>



*Joe's Cafe 1980 Women's Softball Team.*  
*Top row (L to R) Olga Herrera, Linda McKay, Linda Blaney, Leslie Debus (asst. coach), Kathy McUlley, Donna Dunhum, Michael Dunham (coach).*  
*Bottom Row: Robin Young, Munchie Manuszak, Tina Ballas (captain), Liza French, Sandy Dietz, Linda McNeil, Pat Nelson.*  
*Photo courtesy Tina Ballas. Remake Sharon Hoshida 1981.*

# JOE'S CAFE ART & MEMORABILIA

*"Joe's Cafe has set a tradition in art and memorabilia as well as food and drinks." J.H.B-H.*



*Front and back view of a real memorabilia find for Joe's Cafe is this lighter which is the property of William L. McGonagle (circa 1945). Photo by Sharon Hoshida 1981.*



*Water color of Joe's Cafe 1982. 18" x 12" by Martyn Murphy.  
Photo by Greg Griffin 1982.*



*Above painting by Doug Medwig appears to depict a Halloween night at Joe's Cafe, or some pretty strong drinks. Photo by Sharon Hoshida. Courtesy Joe's Cafe.*



*Richard Wilke's Joe's Cafe fish painting hangs above the bar. Above the fish is the mighty eagle of Joe's about to descend for its fish dinner. Photo by Mel Chavez. Courtesy Joe's Cafe.*



Artist Richard Wilke with wife Linda and daughter Amber outside one of their favorite spots—Joe's Cafe. Photo Mel Chavez 1981.



Nancy Peery taking time out from her busy schedule to model a Joe's Cafe T-Shirt.



Hand painted etching by Daniel Randolph, 1982. Courtesy Carolyn Geiger.

# COCKTAIL AND DESSERT WINES

— By the Glass —

MADEIRA, Paul Masson .....	1.00
PALE DRY SHERRY, Paul Masson .....	1.00
GOLDEN CREAM SHERRY, Paul Masson .	1.00
RICH RUBY PORT, Paul Masson .....	1.00

## WHITE WINES

	Bottle	½ Bottle
CHARDONNAY, Beringer .....	11.50	6.00
CHABLIS, Wente .....	4.75	2.75
CHABLIS, Paul Masson .....	4.75	2.75
FUME BLANC, Beringer .....	8.50	4.50
GREY RIESLING, Wente .....	6.00	3.50
EMERALD DRY, Paul Masson ....	5.00	3.00
CHENIN BLANC, Charles Krug ..	8.50	4.50
RHINE CASTLE, Paul Masson ...	5.00	3.00
JOHANNISBERG RIESLING, Charles Krug .....	9.50	

## ROSE' WINES

VIN ROSE, Paul Masson .....	5.25	3.00
VIN ROSE, Charles Krug .....	5.25	3.00
LANCERS ROSE (Portugal) .....	7.50	4.25

# RED WINES

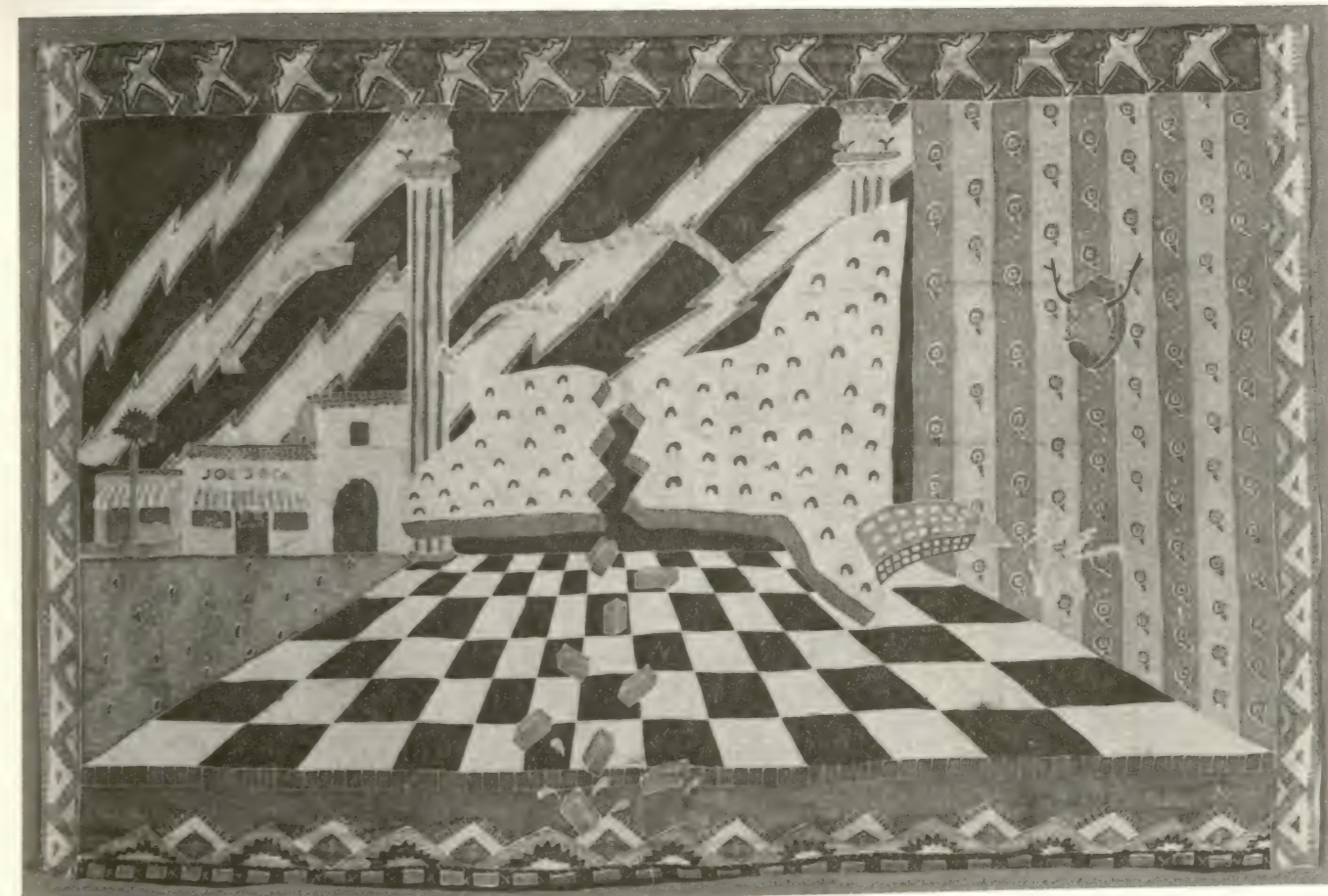
	Bottle	½ Bottle
BURGUNDY, Paul Masson .....	4.75	2.75
BURGUNDY, Charles Krug .....	5.25	3.00
GAMAY BEAUJOLAIS, Paul Masson .....	7.25	
GAMAY BEAUJOLAIS, Charles Krug .....	6.50	3.50
PINOT NOIR, Paul Masson .....	7.50	
PINOT NOIR, Charles Krug .....	8.00	
ZINFANDEL, Charles Krug .....	6.50	
CABERNET SAUVIGNON, Paul Masson .....	8.50	4.75
CABERNET SAUVIGNON, Charles Krug .....	9.50	5.00

## SPARKLING WINES

EXTRA DRY CHAMPAGNE, Paul Masson .....	12.50	6.50
BRUT, Hanns Kornell .....	13.50	7.00

## HOUSE WINES AVAILABLE BY THE GLASS

Inside of wine list. 1982. Courtesy Joe's Cafe.



French dyes on silk entitled Shipcloth/3 by Judith Geiger. East meets West (at Joe's Cafe).  
Courtesy Judith Geiger.

LO-CAL  
1/2 lb. Ground Round,  
Cottage Cheese,  
Fruit  
4.50

FRENCH DIP SANDWICH  
ON FRENCH TORPEDO ROLLS  
with FRENCH FRIES AND SALAD  
choice of  
BEEF, HAM, MEAT BALLS  
CORNED BEEF, SPAGHETTI  
GROUND SIRLOIN OF BEEF  
Special 3.50

TOP SIRLOIN  
STEAK  
SANDWICH  
French Fries  
Green Salad  
7.25

## A LA CARTE MENU

Bread, Butter and Salads Are Served With Dinners  
Side Order Bread, Butter and Salads — .75 Per Person

### HOT SANDWICHES

Minute Steak Sandwich..... 3.85  
Hot Turkey..... 4.10  
Hot Ham..... 3.10  
Hot Ham, Potato and Vegetable..... 4.10  
Roast Beef, Brown Gravy, Potato and Vegetable..... 4.60  
Cheesburger..... 2.90  
Hamburger..... 2.75  
Grilled Cheese..... 2.45  
Fried Ham..... 2.90  
Omaha..... 4.60

### EGGS AND OMELETTES

Ham and Eggs and Potatoes..... 3.60  
Bacon and Eggs and Potatoes..... 3.60  
Two Fried Eggs and Potatoes..... 3.00  
Two Scrambled Eggs and Potatoes..... 3.00  
Ham Omelette — Three Eggs..... 3.30  
Ham or Cheese Omelette..... 3.85  
Spaghetti Omelette..... 3.85  
Denver Omelette..... 3.85

### Toast Included

SIDE ORDERS  
Shrimp or Crab Cocktail Small 2.50 Large 3.50  
Salsami & Swiss Cheese Antipasto, per order..... 1.75  
French Fried Potatoes..... 1.60  
French Fried Onion Rings..... 1.50  
Garlic Toast, per order..... .35

### DRINKS

Coffee..... .45  
Tea..... .45  
Milk — Buttermilk..... .45

### SPAGHETTI — RAVIOLI

SPAGHETTI AL BURRO (with garlic butter)..... 3.50  
SPAGHETTI MILANESE with Julienne Turkey..... 3.75  
SPAGHETTI WITH MEAT SAUCE..... 3.50  
RAGOUT, meat sauce..... 3.75  
SPAGHETTI WITH VEAL SCALLOPIN..... 3.75  
JOE'S RAVIOLI..... 3.75  
SPAGHETTI WITH SPAGHETTI, Half and Half..... 3.75  
SPECIAL MEAT BALLS AND SPAGHETTI..... 3.75  
SPAGHETTI WITH CLAM SAUCE A LA CACCIATORE..... 4.30  
SPAGHETTI WITH SHREDDED ITALIAN SALAMI..... 4.50  
SIDE ORDER SPAGHETTI..... 4.00  
SIDE ORDER RAVIOLI..... 2.65  
EXTRA MEAT BALLS, each..... .75

COLD SANDWICHES  
Roast Beef..... 3.40  
Turkey..... 3.30  
Tenderloin Corned Beef..... 2.60  
Italian Salsami..... 2.35  
Swiss or American Cheese..... 2.35  
Tuna, Chicken of the Sea..... 2.85  
Club House Sandwich..... 4.10  
Bacon and Tomato..... 2.85  
Tenderloin Baked Ham..... 2.85  
Liverwurst..... 2.60

White, Wheat, Rye Or Sourdough Bread  
Above Include Choice of Potato Salad, Fries, Or Salad

### SALADS

Small Dinner Salad..... 1.25  
Shrimp or Crab Salad..... 6.35  
Shrimp or Crab Louie..... 1.25  
Sliced Tomatoes..... 1.25  
Potato Salad..... 1.25  
Turkey Salad..... 3.50  
Chef's Special Salad with Turkey, Ham & Cheese..... 4.25  
Pineapple, Cottage Cheese..... 2.75  
Choice of Salad Dressing: Blue Cheese, Thousand  
Island, French Dressing or House Dressing

Sauks..... .45  
Iced Coffee — Iced Tea..... .45  
Orange Juice..... 1.00

Not Responsible for Lost Articles

Add 10% For Orders To Go

We Reserve the Right to Refuse Service to Anyone

TODAY'S SPECIALS  
CHOICE OF SOUP OR SALAD  
NAVY BEAN SOUP\*\*\*TOSSED GREEN\*\*\*CLAM CHOWDER

POAST PUTE PIB OF BEEF AU JUS.....10.25  
GRILLED SWORDFISH, TARTAR SAUCE.....7.50  
BARBECUED LAMB SHANK.....5.60  
GRILLED HALIBUT, LEMON BUTTER.....6.50  
POT POAST, BUTTERED NOODLES.....5.70  
FRESH GRILLED SALMON.....6.50  
FRESH FILET OF RED SNAPPER.....4.95  
FRESH FILET OF RED SNAPPER.....5.50  
BREADED CHICKEN PATTY, COUNTRY GRAVY.....4.70  
SEAFOOD COQUILLE WITH RICE.....4.85  
MUSHROOM OMELETTE.....4.85

*no checks, please!*

## DINNERS

HOMESTYLE FRIED CHICKEN..... 5.30  
BROILED LOIN LAMB CHOPS, Mint Jelly..... 7.35  
BEEF BROCHETTE..... 7.00  
MINUTE STEAK, Mushroom Sauce..... 5.85  
GROUND ROUND STEAK, Chef's Sauce..... 5.75  
BREADED VEAL CUTLET, Chef's Sauce..... 5.75  
BEEF LIVER & ONION OR BACON..... 6.25  
BRAISED SWEETBREADS, SPAGHETTI..... 6.35  
ROAST BEEF AU JUS..... 6.85  
BROILED FORTY EIGHT HOUR STEAK..... 5.75  
BAIN MARIE STEAK..... 5.20  
FRIED FILET OF SOLE, Terrier Sauce..... 6.75  
FRIED JUMBO SHRIMP, Red Sauce..... 5.65  
SCALOPES, Terrier Sauce..... 13.50  
LOBSTER TAIL, Drawn Butter.....

## STEAKS

From Our Charcoal Broiler

CHOICE NEW YORK STEAK..... 11.00  
CHOICE TOP SIRLOIN STEAK..... 10.00  
SPECIAL CUT CHOICE FILET MIGNON, wrapped with bacon..... 11.50  
BROILED HALF STEAK..... 5.50  
CHEF'S SPECIAL STEAK..... 8.50  
GRILLED T-BONE, ONION RINGS..... 9.50  
JOE'S SPECIAL NEW YORK..... 9.00  
SURE AND TURE..... 17.00

STEAKS INCLUDE SOUP or SALAD, BAKED or FRENCH FRIED POTATOES, SALSA, SPAGHETTI,  
ONION RINGS, BREAD AND BUTTER

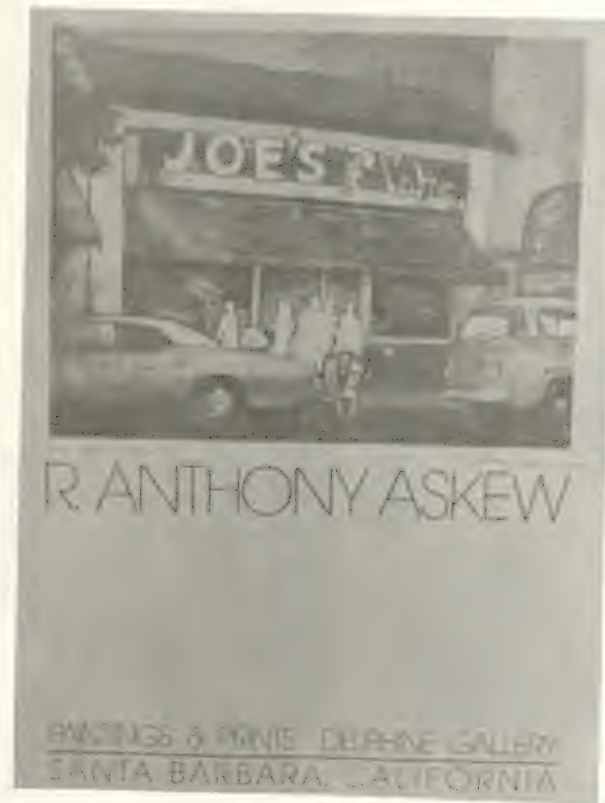
A Gourmet Delight

## STEAK DINNER FOR TWO

(Made Famous by Our Visiting Guests)

CHOICE TOP SIRLOIN STEAK..... 24.00  
CHOICE NEW YORK CUT STEAK..... 25.00  
CHATEAUBRIAND..... 26.00  
SOUP & SALAD..... SALSA  
GARLIC BREAD..... COFFEE, TEA, MILK

The real work of art everyone sees at Joe's Cafe—the menu (1982).  
Courtesy Joe's Cafe.



Etching by Anthony Askeew of Joe's Cafe. Courtesy Adrian & Hilda Wenner. Photo by Greg Griffin 1981.



Joe's everyday art work. Its many advertisements on napkins, matchbooks, and newspapers. Photo by Mel Chavez 1981.



As a young woman Marie Govean (former owner of Joe's Cafe 1948-54) studied art. It paid off with the logo she designed herself for the plate and house liquor bottle at Joe's Cafe. No other owners had done anything like it before. These are special collector's items. Supposedly no more of this set of memorabilia items remain. Photo by Sharon Hoshida. Courtesy Joe & Marie Govean.



The marquee designed by Harry Davis which contains over 100 lightbulbs. Photo by Mel Chavez 1981.



A view of the bar and above everyone looking as though it is ready to fly is the Joe's Cafe Eagle. Courtesy Nancy Peery.



Above photograph shows a fish that didn't get away, Joe's 500 lb. Bass. One fish story no one knows that much about. Photo by Linda Tabler 1981.



Oil painting of Joe's Cafe by Patricia Chidlaw 24" x 30" - 1980. It is now in the Lewis Wheeler Collection. Photo courtesy Pat Chidlaw.



Oil painting by Brad Nack. On loan to Joe's Cafe since 1977. It started as a high school project which Brad finished at Santa Barbara City College where the artwork won 1st place at an art show. Courtesy Joe's Cafe. Photo by S.H.

MEET  
JOE'S CAFE  
STAFF



*Florence Silva, Philip Juan, Nancy Peery, owner: Jimmy O'Toole, shop steward, and Francisco Calvillo. Courtesy Nancy Peery.*



*Thoughtful mood set by Ann Peery. Photo by James Jacobs 9/81.*



*Left to Right: Susan Merrick, Dee Dee, Denise, Luverna, Linda, Jim, Nick. The daytime staff. Photo courtesy Joe's Cafe 1982.*



*Kit the great bookkeeper at Joe's Cafe. Photo by Sharon Hoshida 1981.*



*Francisco Calvillo. The best bartender at Joe's Cafe. Photo by James Jacobs 1981.*



*Ramon Martinez, another bartender at Joe's Cafe. Photo by Linda Tabler 1981.*



*A very young Julio Martinez. Photo courtesy Julio Martinez.*



*The smiling face of Head Chef Philip Juan for which the "Philips Sandwich" is named. Photo Sharon Hoshida 1981.*



*Lt to Rt: Julio Martinez, busboy; Sherie Luxon; Manuel Reynoso, cook; Raelene Bassett; Tino Jaramillo; Octavio Perez, dishwasher; Denise Taylor, waitress; Sal Jaramillo, cook. Courtesy Nancy Peery. Remake S.H.*



*Wendy Gringrich. Photo by John Brinley-Higgins 1981.*



*Left to Right: Larry Sheridan, Salvador Jaramillo, Philip Juan.  
Courtesy Joe's Cafe 1982.*

## A NIGHT AT JOE'S CAFE and Other Nostalgia Photographs



*Another night at Joe's for Nancy Peery (owner), daughter Ann (middle), and former waitress Malinda Rambo. This time they are at play. And what better place to be than Joe's Cafe. Photo by John Brinley-Higgins 1981.*



*A night of politics still taking place at Joe's Cafe with then City Council candidate Gerald DeWitt. Photo by John Brinley-Higgins 1981.*



Movie making first started in Santa Barbara and not Hollywood. Above is a scene from *The Flying A* Studio owned by Mary Pickford. Photo courtesy Leonard Case Jr.



Cappy Cary, daughter of the late great actor Harry Cary, kibitzes with patrons at Joe's Cafe. Photo by James Jacobs 9/81.



View of kitchen with staff. Photo by Sharon Hoshida 1981.



View of Gold Room. Photo by John Brinley-Higgins.



A first night at Joe's Cafe for Nancy Peery's newest & youngest visitors to Joe's Cafe—one of Nancy's many grandchildren—granddaughter Sara. Photo J.H.B-H. 1981

## FOOTNOTES

1. Juan Caballeria y Collel, *History of the City of Santa Barbara*, 1892, pg. 103.
2. Rosario Curletti, *Pathways to Pavements*, 1953, pg. 74
3. Graduate Program Public Historical Studies, UCSB, *A Narrative History of State Street from Gutierrez to Ortega 1850-1975*, 1977.
4. Ibid., pg. 104, Bruce Craig.
5. Ibid., pg. 195, Bruce Craig.
6. Ibid., pg. 109, Catherine Lynn Brady
7. Conversations with Joel Conway, 1979.
8. Conversations with I.A. Bonilla, 1982
9. Anonymous
10. Conversations with Angelo Ferrario, 1981.
11. Conversations with Angelo Ferrario, 1981.
12. Graduate Program Public Historical Studies, UCSB, op. cit., pg. 135.
13. Conversations with I.A. Bonilla, 1982.
14. Conversations with Nancy Peery, 1981.
15. Anonymous
16. Conversations with Nancy Peery, 1981
17. Graduate Program Public Historical Studies, UCSB, op. cit., pg. 274.
18. Conversations with Angelo Ferrario, 1981.
19. Conversations with Angelo Ferrario, 1981.
20. Graduate Program Public Historical Studies, UCSB, op. cit., Gregory King, pg. 185.
21. Ibid., pg. 204
22. Conversations with Mrs. Marie Govean, 6/30/81.
23. Conversations with Mrs. Marie Govean, 6/30/81.
24. Graduate Program Public Historical Studies, UCSB, op. cit., pg. 205
25. Graduate Program Public Historical Studies, UCSB, op. cit., pg. 204.
26. Conversations with Tina Ballas, 1981.
27. Elmer Dills, *Eyewitness News*, 1981
28. Advertisements from various sources, 1981

## ACKNOWLEDGEMENTS

I would like to thank the following people and institutions for their aid in helping me complete this project:

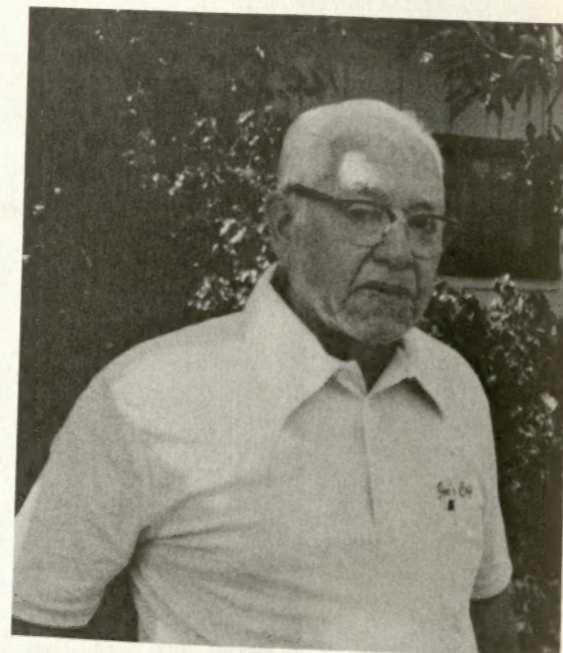
Sherie, UCSB Library, Tom Fuller, Andy, Charles Cheek, John Perlin, Cynthia Palmer, Nancy Peery, Georgine Eccleston, Dr. Angelo Ferrario, Harry Davis, C.D. Murchison, Steve Powers, JACKSON, Public History Dept. UCSB, Patricia Fletcher, Sara Fletcher, Mildred Kelly, Santa Barbara City Library, Santa Barbara City College, Charles Craviotto, Daniel Craviotto, Lucas & Waverly Tomasso, Diedra, Daria, Ms. Stella H. Rouse, Joel Conway, Wendy Gingrich, Tina Ballas, Dr. Robert A. Miller, Santa Barbara Historical Society, Sharon Hoshida, Greg Freeland, Allegra, Mr. Rod McGavock, Mary McGavock, Mitsiku, Ati, Darrel Spurling, Sue Ellen Barton, Mish, Semele, Dean Gawryn & Karen, Paul Rambo, Learning Resource Center UCSB, Nancy & Patrick Davis, Jethro, Dee & Kelly Hughs, David Jacob, Chi Irrwitta, Jow Rowbottom, Robyn Miller, John's Hot Tub, Margo Garcia, Gemma, Mel Chavez, Greg Uralli, Leslie J. Johnson, William L. McGonagle, Dan & Marty Britt, Michael, Walker A. Tompkins, Simo Nylander, Daisy Johnson, Kim & Rod Lathim,

Francine Burke, Ricky, Peggy, Hesterly G. Hunkins, Audry Ovington, Holly Hopmans, Hilton, Susan & Nick Salerno, Kris, Joe & Marie Govean, Lucille & Walter Reddick, Clinton Jr. & Family, Diane (Roberta Flack) Watkins, Carolyn & Walter Watkins, Annette Rubino, Linda Tabler, Colleen (Rasta) McCune, I.L.R.C. Staff, Michael Gonzales, Diane Garcia, Jean & Wallace McLeod, Wally, Michael, Geoffrey Rowles, Susan Sheldon, David Dennis, Paul & Jovita Mireles, Lolita Sabine, all the cooks & waitresses & waiters & hostesses at Joe' Cafe, Al Varner, William C. Williamson, Dan & Helen Manriquez, John & Mardella Higgins, Pat Higgins, Johnny A. Jennings, Maleka & Kalila, Cary English, Hanna Keturi, Tim Schroeter, Shuho, Peter, Kiyoko, Carolyn Geiger, Adrian & Hilda Wenner, I.A. Bonilla, Julius Holder, James Edwards, Bob Armstrong, Michio Shimoda, Greg Griffin, Gilbert & Thelma Calhoun, Gilbert Calhoun Jr. & family, S.B. Color Lab, Santa Ynez Historical Society, and McNally & Loftin.

Special Inspiration and Thanks: To God for making it happen.

## JOE'S CAFE GOLF TOURNAMENT







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